Karthik Swamy

Digital marketing professional with over 11 years of experience in Marketing campaign support, Web content management and SEO

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Skills

- HTML, CSS,
- SEO, A/B testing
- Web content management (Sitecore, AEM, Drupal, Wordpress)
- Google Analytics
- Campaign support

Certification

ICAgile certified professional
ICP - MKG
(Agility in marketing)

Education

New Horizon College of Engineering

Bachelor of Engineering

Electronics & Communication

59.6%

2004-2008

Experience

Manager

Grant Thornton   **Jan 2017 - Mar 2022**

Digital marketing manager responsible for Marketing campaign execution (web channel), website production activities and maintenance

Responsibilities

- Collaborate with various stakeholders within the marketing organization to understand the campaign objectives and support end to end campaign execution on web channel.
- On point to lead an offshore team of eight members comprising of web content publishers, Front end developers and UX designers to support various marketing campaign initiatives.
- Partner with multiple stakeholders and facilitate discussions around understanding the campaign goals, content and creative assets needed, organic and paid activation approach. Document the landing page flow experience and the agreed timelines.
- Work with UX designers to produce lo-fi and hi-fi wireframes, FED's to create custom experiences as needed and content publishers to build landing pages as well as other supporting content pages – such as thought leadership articles, survey reports, whitepapers, webcast/events, alerts, bio pages, office pages, career pages, press releases, legal compliance etc. Seek stakeholder go/no go approvals to launch/publish pages.
- Setup website personalization and A/B test landing pages as per business need.

- Perform periodic audit of the website to fix broken links, sunset/archive content & creative assets, fine tune internal site search for relevancy, monitor the website performance and identify web accessibility issues.
- Work with managed service providers to open minor enhancement requirements to CMS templates/functionality as per business needs, perform UAT and report performance related issues.
- Report website monthly engagement metrics, participate in campaign performance discussion facilitated by analytics team – to discuss KPI's and propose counter measures as needed.

Consultant

LG CNS India   **Oct 2015 - Dec 2016**

- Managed a team of six members to execute the launch of redesigned LG.com website
- Worked with different business divisions to edit and update webpages on LG.com through Content Management System (India, Sri Lanka, Malaysia and Singapore)
- Liaised with technical, product and editorial stakeholders, resulting in successful QA and launch of several new product landing pages
- Performed complete website audit (SEO) to identify strengths, weakness, risks and opportunities LG.com website
- Recommend changes to website content, linking and other factors to improve SEO positions for target keywords.
- Managed complete On-Page Optimization (Meta Tags, Images, and Structured Data etc.)
- Updated Meta tags, SEO Footer Copy, Images, Product Collaterals (Owner Manual, User guide, Quick Setup Guide)
- Performed periodic quality review to ensure the new website edits were aligned to the company standards
- Managed project timelines and ensured on-time delivery of all milestones

Web Marketing Analyst

Cypress Semiconductor Corporation   **May 2014 - Sep 2015**

- Work with various business units to create, edit and update web pages using web content management system.
- Develop and implement SEO and web content strategies
- Perform site analysis, keyword research and assess link building opportunities
- Collaborate with MARCOM on email marketing activities – email campaign set-up, HTML coding, scheduling, testing, tagging, deployment and reporting (Benchmark email marketing tool)
- Web page A/B testing – Optimize website using data-backed decisions
- Measure website performance using Google Analytics - analyze and work with the team to spot actionable trends

Web Content Specialist

Valtech India Systems Limited   **Dec 2010 - Apr 2014**

- Work with web marketing team to create, edit and update webpages on cypress.com
- Support new product launches – QA webpages, test before production deployment
- Ensure latest marketing collaterals are published on web
- Maintain site standards – Copy-edit and proof-read content, website QA, check for broken links
- Support EDM Campaigns – Create HTML newsletters
- Optimize landing pages to improve visibility in Search engine results pages (SERPs)
- Monitor, assess, and report website performance using Google Analytics

IT Analyst

STS International   **Sep 2008 - Sep 2009**

Job Profile - Tier one Global Technical Response Center (GTRC) team member at Cisco Systems

Skills – System and Network Administration

- Provide technical assistance to cisco employees and clients across the globe
- Responsible for network and application troubleshooting
- Active Directory accounts administration
- Assisting users in creating virtual Machines on VMware workstation
- Handling priority 3 and priority 4 incident management requests
- Tracking frequent technical issues