

# Ambika R

## Digital Marketing Specialist

### Contact



8073444174



Bangalore



Ambika.201994@gmail.com

### Education

#### BANGALORE UNIVERSITY

Master of Business  
administration

2015 - 2017

60%

#### BANGALORE UNIVERSITY

Bachelor of Commerce

2011 - 2015

50%

### Expertise

Management Skills

Digital Marketing

Market analysis

Brand management

Communication Skills

### Work Experience

#### DIGITAL MARKETING

##### Roles & Responsibilities

Align the company around the brand's direction, choices and tactics

Establish performance specifications, cost and price parameters, market applications and sales estimates

Shape and communicate our vision and mission

**Search Engine Optimization**- Implementing on-page & off page Optimization.

**Search Engine Marketing** - Creating and analyzing diverse range of Ads, for search, display, video, shopping, and mobile advertisements campaigns. Keyword Research: Researching the best keywords using tools as Google ad-words, with less competition and high search volume for high ranking of website.

**Off Page Optimization** - Directory Submission, Search Engine Submission, Article Submission, video submission, PPT submission, Classified Submission, PDF Submission, Blog Commenting, Social Book Marking, Image Sharing, back link analysis & research on link building techniques.

**Market Research & Analysis** -Understanding the product, market & targeted users, hence developing the strategies.

**Social Media Marketing** – Promotion on Face book, Twitter, Linked-In, Instagram. Communicating with clients and understanding their business requirements.

## Skills Summary

- Analyze brand positioning and consumer insights
- Online Brand reputation management
- Engaging with a team of marketing people working on brand initiatives
- Monitor market trends, research consumer markets and competitors' activities
- Measure and report performance of all marketing campaigns, and assess ROI and KPIs

## Tools used

Google keyword planner

Keyword research

Semrush

Canva

Google Analytics

## Expertise

Management Skills

Digital Marketing

Negotiation

Critical Thinking

Communication Skills

## Projects

- Tours and Travels.
- Event Management
- Bulk SMS and E-commerce
- Commercial Kitchen designs
- Restaurant design & build
- Digital Marketing Agency
- Cinema Advertising
- Real estate
- Ceramic Lamps

## SUMMER INTERNSHIP

Study on factors that impact the purchase decision of Patanjali products.

## PERSONAL DETAILS

NAME : Ambika R

D/O : BM Ramesh

DOB : 05-March-1994

Marital Status : Single

Place: Bangalore

Date