

SHARANAKUMAR MATHAPATI

Digital Marketer with 2.8 Years of Experience

Search Engine Optimization | Google Ads | Facebook Ads

Reliable, energetic and resourceful Digital Marketer. Ability to cultivate content-focused marketing strategy on websites and various social media channels. Expertise in Analyzing analytics data to maximize opportunities to convert to sales.



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 sharanakumar-mathapati

Professional Skills

On Page SEO	★★★★★
Off page SEO	★★★★★
Facebook Ads	★★★★★
Google Ads	★★★★★
Wordpress	★★★★★
Canva	★★★★★
Search Console	★★★★★
Google Analytics	★★★★★
Content Writing	★★★★★
Copywriting	★★★★★
Basic HTML	★★★★★
Basic CSS	★★★★★

Certification

Google Digital Unlocked

Received the Certificate of achievement for the successful completion of "The Fundamentals of Digital Marketing" certification exam.

Languages

English, Kannada, Hindi, Telugu

Address

Gagan Teju PG, Opp Manyata Tech
Park, Nagavara, Bangalore

Experience

Edu Next School Services, Bangalore

Digital Marketing Team Lead (Feb 2022 - Present)

Digital Marketing Executive (Aug 2021 - Feb 2022)

- Manage all paid search campaigns on Google, Facebook to maximize ROI, drive traffic.
- Structuring campaigns and ad groups, and determining the best settings.
- Performing Keyword Research & Creating Ads with effective title, description, landing pages and increasing quality score.
- Creating high-quality SEO content.
- Conducting ON-Page, Technical SEO and Keyword analysis.
- Doing Off Page SEO activities like profile creation, social bookmarking, directory submission, Image Submission in high DA, PA sites.
- Reviewing traffic in Google Analytics
- Solving crawling issues using Search Console
- Work with the creative team to develop content and visuals across all platforms.

Cloud4Green Technologies, Bangalore

Digital Marketing Executive (Sep 2019 - Sep 2021)

- Manage Organization's Website. www.cloud4green.com
- Manage Google My Business Account.
- Optimize content for the website and social networking channels such as Facebook, Twitter, Instagram etc.
- Creating attractive Posters using Canva tool and uploading in all social media.
- Work on SEO of the website pages. ON page & OFF page activities such as Keyword analysis, Backlink Submission.
- Promote company's product and services in the digital space.
- Manage all paid search campaigns on Google, Facebook to maximize ROI, drive traffic, and customers.

Nandini Electricals, Bangalore

Electrical Site Engineer (Apr 2017 - Jun 2018)

- Study of drawing and execute the work.
- To co-ordinate with Electrical Contractor for Electrification, Execution, Erection & Commissioning.

Education

PDA College of Engineering, Gulbarga

Master's Degree, Power Electronics, 8.11(74%) 2014 - 2017

Bachelor's Degree, Electrical & Electronics, 8.73(80%) 2009 - 2013