

# Manoj G

## DIGITAL MARKETER

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## Skills

- On-page / Off-page (SEO)
- Search Engine Marketing (SEM)
- Social Media Marketing (SMM)
- Email Marketing (mailchimp )
- keyword research & Planning
- Competitors research
- Google Analytics & Adobe PS ,Canva
- Google Search Console , Google My Business
- Link building
- Campaign Budget Administration
- SEO Tools ( Eg: Screaming Frog. Moz, Ahrefs, Keyword planner)
- N/w Marketing (Linkedin ,Facebook, Twitter ) - Outbound Marketing

## Experience

**Nov 2021 - Present**

**Saviom Software , Bangalore - Digital Marketing Associate**

**Apr 2021 - Nov 2021**

**Market Adworks , Bangalore - Digital Marketing Executive**

- Working closely with the Senior Marketing Manager to create and execute a B2B marketing plan for a variety of B2B products.
- Manage and coordinate all marketing activities for B2B Services like Healthcare & Industry for various CLevel executives across the United States, including monthly and annual advertising calendars and budgets; monthly and strategic media planning; coordinate ad changes, and proof all advertising for accuracy; traffic traditional broadcast and digital media.
- Creation of monthly SEO, SMM reports notifying clients of site traffic, goals, and as well as health of SEO campaign and upcoming projects plans.
- Optimized campaigns and create weekly reports.
- Used Google Analytics and Ahrefs to analyze paid search campaigns,& Keyword tracking.
- Build and maintain social media presence across various platforms.

**Apr 2020 - Mar 2021**

**Certvalue , Bangalore - SEO Specialist**

- With the goal of increasing the website organic visibility. this included working directly with the web development team to create a custom content management system.
- Work with other departments to update base site content to increase search rankings for all sites.
- Perform in-depth quantitative analyses of SEO performance and provide clear conclusions.
- Managing and executing the SEO plans.
- Keep up to date on the latest SEO strategies, and technologies and assist in improving solution offerings.
- Provide reporting and success bites to the SEO Managers each and every day/week/month. We want to be the ones to let the Editors know if their content was a Google New hit. Plus, help the Managers compile the larger SEO report that goes to pretty much everyone in Digital.

**Apr 2020 - Jun 2020**

**Blip Snip, Bangalore - SEO Internship**

Focus on stimulating online Marketing for all locations in Bangalore and responsible for converting traffic on our websites to sales :

- Developed title tag, description of meta tag, and Google Keyword Ranking.
- Perform off-page technical SEO audits and present recommendations to site owners.
- Drive continued improvement of SEO practices, ranking strategies, and off-page performance.

## **Education**

**Jun 2014 - Mar 2019**

**PES Polytechnic , Bangalore - Electronics and communication**

**Mar 2019 - Aug 2019**

**Q-spiders , Bangalore - Q-spiders**

## **CERTIFICATION**

SMM Fundamentals - SEMRUSH

Google Ads Video- GOOGLE

Software Testing - Q-Spiders

DTP - KEONICS

Leadership Skills & Presentation Skills - DECCAN HERALD