**Rakesh Pattanaik (Digital Marketing Evangelist-Google Certified )**

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**Objective**: Championing marketing, branding and advertising strategy for the digital/E commerce, online and social media spaces driving YOY increased growth, ROI and revenue.

**Google Certified**-Digital Sales certificate |Mobile Sites certificate |Google analytics certificate|Adword Fundamental certificate|Adword Display certificate|Adword Mobile certificate|Adword Search certificate|Adword Shopping certificate|Adword Video certificate

**Expertise- Market Research /Product Management-E-commerce /Predictive Analytic /Website Optimization Specialist /Google Adword Expert-Scripting /Webmaster Expert/CMS /Dynamic /SEO/SMO /SEM/Blogger/Affiliate Marketing/ /Online Reputation Management ,Perspective Client Finding-Lead Generation .**

* **Tools:-Market Samurai, Google Analytic, Google Tag Manager,** **Semrush, Ahref, Screaming frog, Spyfu, Google Data studio, HubSpot, Zoho, AppsFlyer, Branch Metrics**

**EXPERIENCE**

* **Nov1st 2021 - Continue - BMPONE DIGITAL PVT. LTD.** **https://www.bmptechnologies.com.au. (** **Digital Marketing Manager)**

1. **BMP Technologies**
2. **Solar Ocean**
3. **State Home Loan Centre**

Oversee all B2C & B2B(Performance & Campaign Management) on 3 Different Industries, digital, e-commerce, branding and marketing communications initiatives in addition to internal communications and employee training programs. The restructured marketing department and acquired a 7-member team to spearhead the implementation and execution of a corporate branding and marketing plan. Founded the inaugural digital marketing group and architected a comprehensive strategy for the integration of digital technology into the existing marketing establishment.

* PPC – Conducted pay per click campaigns on Google AdWords to attract more clients
* Facebook, Campaign –Lead generation/Online Reputation Management
* Landing Pages – Created a variety of different landing pages to see what ones worked the best
* Email Marketing-Automations- **HubSpot & Zoho CRM**
* Blog – Wrote blogs that provided value to the community. Published on many high ranking sites
* Search Engine Optimization – handled optimization of website utilizing keyword and research analysis tools
* SEO Management – Managed a team of interns on the back linking process
* Sales Management – Daily phone call with BDM’s and Admissions team to ensure success with integrations of campaigns
* Marketing Plan – Created a 12 month Marketing Plan to install guidance of the right path
* SEM – Strategy is to decrease CPA by increasing quality score, CTR, and bidding on long tail keywords that make your business great.
* **Feb-2018- Oct 2021-UBN Software Solution Pvt . Ltd- (TST24\*7 On Call Services Pvt Ltd)-techsquadteam.com.(** **Digital Marketing Manager)**

Oversee all B2C & B2B(Business Development- Campaign Management) on home services , digital, e-commerce, branding and marketing communications initiatives in addition to internal communications and employee training programs. Restructured marketing department and acquired a 13-member team to spearhead the implementation and execution of a corporate branding and marketing plan. Founded the inaugural digital marketing group and architected a comprehensive strategy for the integration of digital technology into the existing marketing establishment.

* PPC – Conducted pay per click campaigns on Google AdWords to attract more clients
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* SEM – Strategy is to decrease CPA by increasing quality score, CTR, and bidding on long tail keywords that make your business great.
* Slashed consumer website abandonment rate 53% by overhauling web functionalities, including responsiveness, enhanced live chat, click-to-call, and leading edge web-based customer acquisition tools.
* Earned an 33% increase in operational margins by restructuring internal teams and professional fees to eliminate relationships incompatible with a balanced “working vs. not working” cost ratios.
* Increased online web visits using digital campaign 1,178,597 and leads 4000 monthly by rolling out a new e-commerce platform.
* Eliminated redundancies and conflicts between traditional and digital marketing plans and put in place an integrated structure emphasizing sustainability and cost effectiveness.
* **Dec-2016 –Feb-18 –Vidwath Innovative Solutions Pvt Ltd.(** **Digital Marketing Manager)**

Oversee all B2C & B2B(Business Development) on Educational Software, digital, e-commerce, branding and marketing communications initiatives in addition to internal communications and employee training programs. Restructured marketing department and acquired a 8-member team to spearhead the implementation and execution of a corporate branding and marketing plan. Founded the inaugural digital marketing group and architected a comprehensive strategy for the integration of digital technology into the existing marketing establishment.

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* Landing Pages – Created a variety of different landing pages to see what ones worked the best
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* Sales Management – Daily phone call with BDM’s and Admissions team to ensure success with integrations of campaigns
* Marketing Plan – Created a 12 month Marketing Plan to install guidance of the right path
* SEM – Strategy is to decrease CPA by increasing quality score, CTR, and bidding on long tail keywords that make your business great.
* Slashed consumer website abandonment rate 53% by overhauling web functionalities, including responsiveness, enhanced live chat, click-to-call, and leading edge web-based customer acquisition tools.
* Earned an 18% increase in operational margins by restructuring internal teams and professional fees to eliminate relationships incompatible with a balanced “working vs. not working” cost ratios.
* Increased online web visits using digital campaign 1,178,597 and leads 8,000 monthly by rolling out a new e-commerce platform.
* Eliminated redundancies and conflicts between traditional and digital marketing plans and put in place an integrated structure emphasizing sustainability and cost effectiveness.
* **Feb 2015** to **Nov.2016: SOLUTUS IT PVT. LTD (Digital Marketing Manager/Business Development) Responsibility –Project Lead, Biding project from domestic/international.**

**Client relationship management** –managing relationships with operational client personnel.  
**Business Development** – responsible for building a portfolio and developing the entire Opportunity.   
**Management cycle**: Prospect-Evaluate-Propose-Close. This involves identifying business opportunities, selling concepts to the client where required and influencing the client to give additional business based on demonstrated capability and past performance.  
Conduct research as well as competitor analysis, as well as conducting client presentations, estimation efforts and proposals and negotiations.  
**Client delivery assurance** – assuring the client of the commitment and driving the delivery process by working collaboratively with the Delivery Managers in the Business Unit.  
Collaborate with the Delivery Manager to address all people or infrastructure related issues that may be affecting the delivery of the project vis-à-vis the specific client.  
Balance different projects running for the client that may involve different delivery managers or horizontal competency units’ resources.  
Taking Go-to-market solutions to accounts within the account scope -responsible for driving revenues from Go-to-market solutions being sponsored by the business unit.  
Work closely with the Solutions Leaders across different Horizontal Business Units within the company and external industry partners to build customized solutions pitches for the target account and driving the revenues and delivery of these solutions to the account scope.  
Account Planning and Governance - completely responsible for all Client Management processes – Plan-Sell-Deliver-Manage.

* **Jan 2012** to **Dec 2014: eGramininfotech pvt .ltd, Bhubaneswar (Sr. Seo Analyst)**

Handling More than 20 Projects.   
Take All On-page as well Off-page Decision to Get Maximum Improvements.  
Direct Interaction with Client through Mails, Skype, Conference Call.  
Handling a team of 15-20 Executive.

**Google Adword Expertise:-**

* Keyword Research(Match Type)
* Data Analysis
* Keyword Pad & IP Tracking
* Ads Extension
* Advance URL Optimization
* Campaign Management
* Adwords Bidding API/Adword Scripting Features
* Text Ads Under App & Videos/App Exclusion
* ASO –App Store Optimization
* Dynamic Ad/Brand/Influence/leads Objects
* Ad Customization/Location/Keyword
* Display Ads
* Search Network with Display Select
* Gmail Ads
* Dynamic Search Ads New Interface
* Dynamic Advance Remarketing
* Call Only Ads
* Adwords Client Manager
* Engagement Ads Display Network
* Affiliate Location Extensions
* Landing Page Optimization
* Bidding Strategy

**Social Media Ads/Brand Influence:-**

* YouTube Display Ads
* YouTube Remarketing Creations
* Shopping Product List In Video Network
* Bulk Shopping Feeds Grouping Strategy
* App Install – Search & Display Network
* Day Wise Remarketing
* Conditional Remarketing List
* Not Converted Remarketing List
* LinkedIn Ads
* Bing Ads
* Bing Conversion & Remarketing
* Facebook Audience Insights
* Dynamic Ads Facebook
* FB Adverts Account Managements
* Facebook Audience List Targeting in Ad words
* Advance Conversion Tracking
* Call Only Ads/Call Extension Tracking

**Search Engine Optimization /Email Campaign**

**On-Page-Optimization:-**

* Keyword Research
* Define Meta Description, Title, Keywords
* Robot.txt/Index.xml/sitemap.xml.
* H1-H6/Alt Tag
* Google Webmaster Tools Accounts Setup
* Manage Google Analytics/Tag Manager Account
* Site Health Check in Google Webmaster Tools
* Manage Google AdWords/AdSense Account.
* URL Analysis
* Updating and preparing monthly project reports
* On-page SEO implementation of WordPress site with major improvement in Google indexing and SEO score

**Off-Page- Optimization:-**

* Classifieds / Link Building
* Google Local Listing
* Local Citation
* Social Media Marketing:
* optimizing for specific country,
* state, city or regional names
* Directory /Bookmarking
* Blog Posting/Blog commenting
* Forum Posting/Forum reply
* Yahoo questions & Answering
* Article Submission
* Press Release submission
* Image & Video Submission

**TECHNICAL EXPERTISE**

**Skills Set:**

* **FTP Tools**: FileZilla, WinSCP
* **Development Tool**: Dreamweaver
* **Language**: HTML, HTML5
* **OS**: window, Linux

**PROJECTS**

**Project-1 :** https://oway.com.mm

**Description**:   Myanmar based Travel Comparison site. Project scope was to get quality backlinks from high PR sites.

**My Roles**:

Target Country- US, Australia, Canada, Myanmar.

* Competition analysis using different tools like market samurai.
* Potential Backlink research and analysis.
* Documentation of SEO implementation and ranking reports.

**Project 2:** www.osushi.com.au

**Description:**  Australia Based Comparison site. Project scope was to get quality backlinks from high PR sites. On-page implementation to achieve top SEO score for important landing pages.

**My Roles:**

* On-page SEO implementation of major improvement in Google indexing and SEO scores. Local Citation

**KEY DELIVERABLES**

* Sourcing relevant on-topic links from hubs, authorities and the web community to boost relevancy of website in search engines.
* Clearly communicating with clients to resolve technical queries and issues with search campaigns and attending client meetings to discuss our search optimization strategy, project planning.
* Implementation and analysis of various tracking software platforms including Cookie Based applications such as Web trends, and Urchin, and Google Analytics.
* Carrying out research of search engine algorithm changes - including tests to detect the effectiveness of my search engine optimization methodology.
* Monitoring changes to search engines by participating in forums, reading and producing white papers.
* Experienced in the use of content management systems (CMS), producing XML feeds and advising on RSS uses.
* Highly experienced creative online strategist, encompassing all online marketing tools, including email broadcasts, [link building](http://www.bensykes.co.uk/what_is_strategic_link_building.html) and optimized copywriting.
* Expert at being able to communicate SEO complicated technical recommendations through articulate written documentation including email and excellent verbal communication both over the telephone and face to face meetings.
* Very successful at generating interest, to ensure return visitors by developing innovative online tools, designs and informative copy.
* Built web page building using HTML keeping to W3C & DDA compliance.
* Skilled at website promotion through blog, social networking and informational propagation.

**EDUCATIONAL QUALIFICATION**

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| --- | --- | --- | --- |
| Degree/Class | University/Board | Year of passing | Aggregate (%) |
| B.E.S (Bachelor In Electronics science) | Berhampur University | 2007 | 1st division |
| XII | CHSE, Orissa | 2004 | 3rd division |
| X | BSE, Orissa | 2002 | 2nd division |