

Name: GOWTHAM M

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OBJECTIVE:

Highly motivated individual and certified digital marketer with strong SEO, SEM and SMM, After Effects skills solid online marketing background looking to obtain a position of digital marketing

Work summary
Digital Marketing Executive
Elinexttech.com
July 2021-Present

- Performed SEO tasks including keyword research, site optimizations, brand management, Competitive analyses and inbound link building.
- On-page optimization, off-page website optimization, aimed at improving search Results.
- Keywords Analysis and research as per to client requirement.
- Web traffic analysis using google.
- Creating and monitoring AdWords (PPC) campaign.
- Budget estimation, bidding quality score impression, ad scheduling, keyword Match types.
- Creating ad extensions, landing page optimization Negative keywords
- Keyword and quality score analysis for implementing new strategies
- Email campaign creation, management and tracking.
- Conducting regular research into the industry to keep abreast of the latest google Updates, search marketing technologies, digital trends.
- Monitoring the success of social media campaigns through media analytics
- Developing a social media presence across a range of campaigns and day to day activities.
- Evaluating the effectiveness of marketing programs, provided market analysis and insights to senior management

Certification

Google analytics
Google Ads fundamental

ACADEMIC QUALIFICATION:

Year	Degree	Board/University	SGPA/Div/Percent
2014 -2016	M.SC PHYSICS	KARPAGAM UNIVERSITY	77%
2010 - 2013	B.SC PHYSICS	BHARATHIAR UNIVERSITY	66.6%
2010	SECONDARY	STATE BOARD	60.00%
2008	SSLC	STATE BOARD	70.00%

CLIENTS:

Khandige organic health products pvt ltd

SKILLS:

- On -page, off-page website optimization, white -hat techniques, blog and social Platform (social search) optimization, aimed at improving search results.
Off-page Optimization – link building, local listing, google my business listing,
- Social bookmarking, Backlinks, Blog creation and optimization, Image sharing, video sharing, local SEO.
- Keyword optimization and improvement in new SEO/SEM opportunities
- Email campaign
- SEO reports, SEM reports.
- Online branding: searching, identifying and improving all brand -related aspects in social media.
- Budget Estimation, Bidding, Quality score impression, Ad scheduling, keyword Match types.
- Landing page Optimization, Ad extensions Negative keywords.
- SEM Campaign creation, management, Keyword Research, Monitoring campaigns, and ad extensions.
- Knowledge in popular CMS (WordPress)
- Search network Ads, Display network Ads, video Ads, and universal App Campaign Ads.
- Social media marketing: Optimize, maintain, monitor and lead the platforms and any marketing strategies carried out in them. Facebook, Twitter, YouTube,
- Pinterest, LinkedIn, Quora etc.
- Social media leasing.
- Content calendar creation.
- Content creation and management.
- Creating and monitoring campaigns for Facebook Ads, Twitter Ads, LinkedIn Ads, and Instagram Ads
- Amazon India and USA
- Flikart Marketing
- Influence marketing
- Video Editing
- Affiliate Marketing

Tools:

- Google analytics
- Google search console
- Google keyword planner
- Google trends, Woo rank, iwebcheck,

Photoshop tools

- Canva
- Adobe photoshop

Seotools

- Uber suggests
- Ahref
- SEMrush
- Screaming frog

PERSONAL INFORMATION:

NAME: GOWTHAM M

DOB: 01/05/1990

LANGUAGE: KANNADA, ENGLISH, TAMIL

PRESENT ADDRESS: HN ANAND BUILDING,
ELECTRONIC CITY,
BANGALORE-560100.

Date:

GOWTHAM M