

# MADHUSUDANA CN

## Digital Marketing

### PROFILE

Energetic Digital Marketing professional passionate about developing and implementing initiatives to optimize digital marketing campaigns across all channels. Strong grasp of current marketing tools and strategies with excellent track record of leading integrated campaigns from concept through execution. Enthusiastic collaborator accustomed to building rapport with marketing teams, programmers and vendors to launch campaigns within time and budget constraints.

### TOOLS & PLATFORMS

- Google Adwords
- Bing Adwords
- FB AdManager
- LinkedIn Campaign Manager
- Twitter AdManager
- Outbrain
- Snapchat
- HootSuite
- Google Analytics
- Google Data Studio

### SKILLS

- Search Engine Marketing & optimization
- Social Media Marketing & optimization
- Reporting & Data Visualization

### CONTACT

**ADDRESS:** Chikkamandya Village  
Mandya Dist, Mandya Taluk.

**PHONE:** 9164130030

**EMAIL:**  
madhusudanacn77@gmail.com

### EDUCATION

**BE (2015 – 2018) - 58% Graduated with Second Class**

Ghousia College of Engineering, Ramanagaram District, VTU Belagavi.

**Diploma in Engineering (2012 – 2015) - 73% Graduated with First Class**

BET Polytechnic, KM Doddi, KEA University of Bangalore

### CERTIFICATIONS

- **Search Engine & Social Marketing Certification** from Conjugate Analytics, Mysore

### WORK EXPERIENCE

**Shubham Consumer Pvt Ltd – Assistant Manager**

July 2019–Sep 2022

- Monitor company presence on social media
- Launch advertisements to increase brand awareness
- Lead Digital Marketing Campaigns, Press Releases, Video Optimizations
- Conducting customer, competitor, and product research.
- Create monthly reports containing a robust description of monthly activity, suitable advice and recommendations and a clear summary of performance against the key performance indicators and metrics.
- Propose new and improved inbound marketing campaign ideas.

### DECLARATION

With the above particulars I request your good self to kindly consider my resume and provide me an opportunity to serve you in your esteemed company.

Date:

Place:

Madhusudana C.N