

# SHANKAR KUPPUSAMY

DIGITAL MARKETING EXECUTIVE

## CONTACT

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## TECHNICAL SKILLS

- Search Engine Optimization
- Social Media Optimization
- Affiliate Marketing
- Social Media Marketing
- Influencer Marketing
- Performance Marketing
- Basics of Photoshop
- Google Documents & Spreadsheet

## MARKETING TOOLS

- Google Ads
- Facebook Ads Manager
- Google Analytics
- Google Search Console
- Google Trends
- YouTube Creator Studio
- Meta Business Suite

## AI TOOLS

- Grammarly
- Manychat
- My Ad Finder
- Ocaya

## SOFT SKILLS

- Project Management
- Quick learning
- Creativity
- Leadership

## ACHIEVEMENTS

Have taken the complete responsibility of launching the new D2C brand from the scratch and achieved 500+ sales on the day of launch as a team.

## AWARDS

- Employee of the month | Dec '2021
- Master of getting things done | Aug '2021

## PERSONAL PROFILE

A trained digital marketing enthusiast with a tracked record of conceptualizing and aggressively implementing digital marketing initiatives spanning SEO, SEM, Social Media, Influencer Marketing etc. to drive the brand visibility and growth. Highly skilled in the executing content strategy and online marketing campaigns to deliver compelling business value to key stakeholders and clients.

## PROFESSIONAL EXPERIENCE

### Digital Marketing Executive (2021 Mar - Present)

#### Bright Bridge Infotech Pvt Ltd

- Have executed the social media marketing strategies, including content creation, planning, research, and implementation to build the customer base
- Managed a Influencer marketing team and evaluated current trends, conversions & audience reach for better campaign executions
- Have researched competitors and executed various strategies on paid campaigns to achieve the targeted ROAS
- Assisted with Digital marketing manager to formulate the SEO strategies for Ecommerce firm
- Have closely worked with affiliates and promodisers to increase the sales growth

### Digital Marketing Intern (2019 Dec - 2020 March)

#### Bright Bridge Infotech Pvt Ltd

- Worked with a team to build SEO strategies to increase the website traffic and leads
- Analyzed & reported marketing data including trends, website traffic patterns
- Have worked on building backlinks to the SEO sites

## LEARNING OPPORTUNITIES

- Have build the blog website by CMS
- Developed plagiarism-free content for Blogs and achieved #1 position on targeted keywords.
- Have got 177K website clicks & 6.95 M impressions on organic search results - mokaipostu.com

## ACADEMIC QUALIFICATIONS

### Bachelor of Mechanical Engineering

KSR Institue for Engineering and Technology  
CGPA - 6.62 | 2015 - 2019

### Higher Secondary Education

KSR Matriculation Higher Secondary School  
Percentage - 81.5 | 2013 - 2015

### Secondary Education

KSR Matriculation Higher Secondary School  
Percentage - 95.2 | 2013 - 2015

## CERTIFICATIONS

### Digital Marketing Course - Mastery

Digital Academy 360 | Bangalore  
Course Duration - 4 Months