**Amani P**

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**Professional Summary:**

* Strong Technical and Marketing knowledge in **Retail, Health and Automobile** domain with overall **1+ Years of experience** in, Digital Marketing, Analytics, and Social Media.
* Expertise in generating leads through **Email Marketing** and **Telemarketing, managing Site visit operations.**
* Trained as a **SFDC Administrator** and have very good knowledge on creating **objects, fields, record types, validation rules and workflows.**
* Have good knowledge of creating **users, profiles**, and **permission sets.**
* Experience in Create and streamline web-based advertising activities to drive client obtaining.
* Involved in enhancing the convenience, outline, substance and transformation of the organization site.
* Execute, analyze, and advance natural and paid search engine marketing activities.
* Hands on experience in generating social media leads from Facebook and LinkedIn Paid campaigns.
* Experience in managing off-page activities **like SBMs, Directories** and **Business listing submissions for quality back links.**
* Expert in monitoring and developing reports on competitor activity within social media spaces.
* Good knowledge on **Google Ad Sense, Affiliate Marketing, Email marketing.**
* Possesses excellent technical, communication, interpersonal, people management, relationship management and analytical skills.

**Working Experience:**

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| **Client** | **Pasham Technologies, Hyderabad.** |
| **Role** | **Digital Marketing Executive** |
| **Duration** | **Nov 2016 - Apr 2018 (1 year 6 Months)** |

**Role and Responsible:**

* Analyzing latest digital marketing trends and tracking competitor's activities and providing valuable inputs for fine **tuning sales** and **digital marketing strategies**.
* Designing and running Facebook Ads, Managed social media pages for the company.
* Analyzing Social Media for **Social Media Optimization using tool Facebook Analytics, Twitter Analytics. Search Engine Marketing: Google Analytics** and **Google Ad words projects.**
* Involved Formulating competent digital marketing strategies for online reputation, brand awareness, lead generation through various online promotions.
* Running frequent digital marketing campaigns especially in **Social media, Google display Ads, Search Engine Marketing, PPC,** and **Email Campaigns.**
* Created informative, valuable, and interesting content to be shared or published on- and off-site.
* Responsible for developing and implement an online marketing plan designed to increase E-commerce conversion.
* Developed, executed, and maintained actionable SEO strategies for multiple clients per month using **On-site and On-page Recommendations, thorough Backlink Audits, Internal link Analysis, local Checklists,** and **Competitor Research**.
* Responsible for managing major Interactive Search, Paid and Social Media campaigns for clients.
* Worked on PPC Management, Google ad words (Search and Display Network), and Google keyword Planner, Ranking report, and Conversion. Understanding of Google Ad words, Ad words Editor, Facebook marketing and other various online marketing tools.
* Routinely run website through SEO tools to make recommendation on how to improve.
* Possesses strong communication, collaboration and team building skills with proficiency at grasping new concepts and utilizing the same in a productive manner.
* Effective interpersonal skills with abilities to meet deadlines and work under pressure.
* Ability to work accurately and pay attention to details.

**Environments:** Marketing, Optimization, Data Visualization, Teamwork, SEM, Time Management, Oral Communication, Customer Service, Data Analysis, Excel, Google Analytic, PowerPoint, SEO, Typing, Technical Writing, Google Search Console, Microsoft Office.

**Certifications:**

* Certified **Google Analytics** from Google.

**Education:**

* **Bachelors’ of technology**-**Electrical and Electronics Engineering**, **SRTIST, GPA 3.4/4 (May-2016)**
* **Intermediate in Math’s, Physics & Chemistry** from **Gautami Jr.College**, **GPA 3.62/4 (April-2012)**
* **Secondary School Certificate** from **Sri Prathiba High School**, **GPA 3.69/4(April-2010)**

**Graduation Technical Project:**

**Title of Project** : SOLAR POWER GRASS CUTTER

**Organization** : 1000KV Technologies

**Duration** : 2 Month

**Description** : To meet power Consumption Level in future, we used sliding blades to cut lawn at an even length. Easy in development and contamination free, utilized Scotch Yoke Mechanism to Linear Blades to accomplish pollution control.

**Technical Skills:**

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| **Package** | Microsoft office, Access, Word, Excel, Outlook. |
| **Programming Languages** | HTML, C, Core Java. |
| **Web Technologies** | Digital Marketing (SEO, SEM, SMO), HTML, Word press, Content Writing, Search Engine Optimization, Google Ad words, Email Marketing, Search Engine Marketing, Digital Marketing, Social Media Marketing |
| **Operating Systems** | Windows 7/8/10, XP. |

**Accomplishments:**

* Stud first in **Science Fare exhibition in school level**.
* Participated in the National level Technical festival **UTHKRISTA** organized by **SRTIST College**.
* Participated in technical fest 2012 which was organized **by OSMANIA UNIVERSITY**-Hyderabad on **NANO Technology.**
* Participated in specialized fest 2011, sorted out by **VNR VIGNANA JYOTHI College** on **ROBOTICS**.
* Won a complimentary prize in a dancing competition held at, **Nagarjuna University Nalgonda.**