

# Swetha Ravindra

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## Professional Summary

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Strategy and result driven Digital Marketer with 4+ years of experience. Brings in-depth knowledge on marketing and media buying processes, comprehensive market analysis and cost analysis.

## Work Experience

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### Mplan Media | Bangalore, Karnataka

#### Digital Marketing Specialist | 11/2018 - Present

- Planing and designing impactful marketing strategies and the campaigns for the clients
- Handling Google Ad Words.
- Optimize parameters on a regular basis.
- Search , Display Campaigns in Google AdWords
- Facebook, LinkedIn and Twitter Advertising to generate Leads
- Social Media Marketing and Management
- Track and analyse website traffic and generate reports to measure ROI across channels
- Updating and Managing CRM Tool - Hubspot
- Collaborating with other advertising agencies and other vendor partners for inventories.
- updating campaign Management daily and reporting it to the clients.

### Propkart | Bangalore, Karnataka

#### Business Development Executive | 01/2016 - 12/2017

- Proactively initiate and engage sales calls to new prospects.
- Closes new business deals by coordinating requirements; developing and negotiating contracts
- Locates potential business deals by contacting potential customers; discovering and exploring opportunities.
- Interface with existing strategic customers to solidify mutual expectations of performance and growth.
- Define and follow up of yearly targets and objectives.
- Determine new opportunities by analyzing business needs.
- Assists in the completion of monthly targets.
- Build referral and lead generation network.

## Education

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### RV Institute of Managment | Bangalore, Karnataka

#### MBA | 05/2015

## Certifications

- Google Ad Search Certification
- Google Display ad Certification
- Video Ad Certification
- Shopping Ad Certification

## Skills

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campaign Marketing, Google AdWords, Facebook Ads, LinkedIn ads, Search ads, Display ads, programmatic Media, Google Analytics, Google Sheets, HubSpot, Email Marketing, Media Buying

## Languages

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English, Kannada, Hindi, telugu, Marathi