

Vyshnavi Basuthkar

DIGITAL MARKETING ANALYST



Durgam Cheruvu, Hyderabad



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PROFILE

Highly self-motivated and goal oriented professional committed to pursuing a long-term career in Digital Marketing and Graphic Designer. Offered a five plus years track record (in SEO, SEM, SMM, Content Marketing) demonstrating strong analytical and problem-solving skills.

TOOLS

Ads Manager
Google Analytics
Adobe Analytics
Salesforce
Tableau
Google Web Masters
Google Suit
Pin Pushing
SEMrush
Buffer
MS Office
Adobe Illustrator
Adobe Photoshop

SKILLS

Google Tag management
Google Ads Management
SEO
SMM
SEM
Google Business Management
Link Building
Vector Designing
WordPress (CMS)

WORK EXPERIENCE

DIGITAL MARKETING ANALYST

Mediamint

April 2021 - Present

- Performing SEO analysis, Adobe and Google campaigns for multi-million dollar companies.
- Managing and developing marketing automation campaigns via salesforce
- Optimizing over 600+ different corporate website landing pages with WordPress, magneto, e-Commerce platforms for premier google search results
- Research and coordinating Google search engine optimization (SEO) campaigns to amplify website revenue, leads and overall business.
- Perform intricate data analysis to strategically improve overall search volumes, leads, sales, improved bounce rates and conversions.
- Developed the departments master excel Spreadsheets for the entire digital and special releases.

DIGITAL MARKETING ANALYST

Param Info Tech

Oct 2019 - March 2021

- Acting as senior member of the marketing team, managing all digital functions including
- website management, product support & development, design, infrastructure, paid & organic traffic generation, web analytics, content management through CMS, digital campaigns, and lead generation.
- Identifying trends, insights and performing competitor analysis; optimizing the website, spend and performance based on the insights.
- Executed evolution road map of ParamInfo website which included improved lead generation and KPIs.
- Introduced advanced website analytics reports to evaluate content and campaign performance and provide actionable insights.

DIGITAL MARKETING ANALYST

Twisha Technologies

Dec 2017 - Oct 2019

- Planning, setting up, optimizing, and executing all digital marketing campaigns; through email, social media, search and display to achieve set lead generation and engagement KPIs.
- Manage & update the website and target pages to increase organic traffic, improve SERP, and generate B2B leads.

PROJECTS

Pinterest
Pixelloid
NCC Urban
Geekschip
Troop Messenger
Sudaksha
Uwezo Learning

CERTIFICATIONS

Bing Ads Certified
Google Ads Certified
HubSpot Certified

HOBBIES

Singing
Dancing
Art
Photography
Designing

LANGUAGES

English
Hindi
Telugu
Marathi

- Measuring and reporting on the performance of all digital marketing campaigns against KPIs using Web tools - Google Analytics, SEMrush & Search Console.
- Create SEO-optimized copy for a range of platforms in the form of blogs, product descriptions, articles.
- Conduct on-site and off-site SEO audits and competitor analysis.
- Carry out SEO outreach and link building.
- Use Google Analytics to analyse and report on key digital marketing campaigns.
- Email campaigns – set up, distribute, monitor, and analyse B2B and B2C email marketing campaigns for a range of clients across a range of industries.
- Create and manage social media campaigns including organic reach and paid campaigns.
- Using and researching the internet and new media to reach new customers, generate leads and retain existing customers

GRAPHIC DESIGNER

Dhanush Infotech

Aug 2015 - Nov 2017

- Designing and creating a wide variety of graphic and promotional material.
- Developed numerous marketing programs (logos, brochures, newsletter, blog images, infographics, presentations, and advertisements)
- Working creatively to produce original and aesthetically pleasing designs/solutions for inhouse projects.
- Creating Product and Services Brochures, Emailers and Social Media Banners.
- Created design theme and graphics for marketing and sales presentations, training videos and corporate website.
- Developed creative mood boards and executing them across in various mediums like print, outdoor, digital, etc.
- Creating Images for various power point presentations.
- Prepared unique print material, Pamphlets, including advertisements, Flyers, and business card etc.