

Manoj M

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CAREER OBJECTIVE

To achieve success in the field of Digital Marketing and to use my analytical thinking to the best of my ability combined with perseverance, so as to contribute to organization's growth & goal and groom myself professionally.

PROFESSIONAL COMPETENCIES

- ◆ Ability to take on new challenges.
- ◆ Familiar with the latest trends and techniques of the field, with an inborn quantitative aptitude.
- ◆ Conceptually strong with an innovative, detail-oriented and analytical approach to the work.
- ◆ Ability to learn new concepts and technology within a short span of time.
- ◆ Self-motivated, Smart worker and goal-oriented with a high degree of flexibility, creativity and commitment.
- ◆ Proficient in Excel and Power Point

SCHOLASTICS

Degree	College/University	Course Tenure
MBA Marketing/Finance	MS Ramaiah College of Arts, Commerce and Science, Bangalore	2012 - 2014
BE (Telecommunication)	BMSIT, Bangalore	2007 - 2011
Class 12	VIPU College, Chintamani	2005 - 2007
Class 10	Kishora Vidya Bhavana, Chintamani	2004 - 2005

PROFESSIONAL EXPERIENCE

KESDEE Inc. (e-Learning company)

Digital Marketing Executive

(Oct '14 - Present)

Roles and Responsibilities: (5 years)

Google Ads

- ◆ Executing Campaigns on Search & Display Network (B-C & B-B market).
- ◆ Developing content/creative and effective ad copies to promote product/service of the company.
- ◆ Keyword research analysis to find the best possible keywords to increase the conversion rate.
- ◆ Performing optimization on regular basis to improve the ad performance and number of conversions.
- ◆ Executing Remarketing campaigns whenever it is required.

- ◆ Managing the website & tracking website traffic flow. Increasing the website traffic towards website & reducing bounce rate.
- ◆ Analysing web traffic using digital tool like Google Analytics.
- ◆ Monitor budget and adjust bids to gain better ROI and Track KPIs to assess performance and pinpoint issues.
- ◆ Generating and preparing various reports on the effectiveness of the different campaigns.

Social Media

- ◆ Social Media: Facebook, LinkedIn and, Twitter.
- ◆ Generate, edit, publish and share daily content (original text, images, video or HTML) that builds meaningful connections and encourages community members to take action.
- ◆ Content development for the social media posts and website.
- ◆ Coordinate with designers to get the high quality images for ad campaigns & Email Marketing.
- ◆ Build and execute social media strategy through competitive research, platform determination and audience identification.
- ◆ Regularly updating the social media pages with innovative content, high quality images and videos.
- ◆ Continuously improve by capturing and analysing the appropriate social data/metrics, insights and best practices, and then acting on the information.
- ◆ Working on Sponsored In Mail and Lead Generation Campaigns.
- ◆ Responsible for planning and budgetary control of all digital marketing campaigns.

Email Marketing

- ◆ Drafting the content for the flyers and conducting email campaign to all the database contacts.
- ◆ Sending emails to Clients and Partners on regular basis on new product development.
- ◆ Generating Leads: By launching email campaigns to the prospective list of customers.
- ◆ Email Marketing (Group Mail Software): Analysing and presenting 'email marketing metrics' along with its attributed revenue in an excel dashboard and preparing graphs.

Website Maintenance

- ◆ Managing, maintaining and updating the company website on regular basis.
- ◆ Updating the content in the different pages of the website whenever it is required.
- ◆ Fixing the errors in the website during quality check.
- ◆ Developing the content for marketing collaterals such as catalogues, flyers, posters & publish them in the website and update them whenever it is required.

CERTIFICATIONS

- ◆ AdWords Search Certification.
- ◆ AdWords Display Certification.

ACHIEVEMENTS & ACTIVITIES

- ◆ Selected for State level athletic meets 2004.
- ◆ 3 times Taluk level Individual champion in athletics.
- ◆ Served as School Leader during school days.
- ◆ Marketing co-ordinator for the College Fest at MSRCASC 2014.

PERSONAL DETAILS

Date of Birth	20 April 1988
Gender	Male
Hobbies	Playing Badminton, Travelling and watching Tennis.
Nationality	INDIAN
Address	112, 13 th main, Gokula, 1 st stage, 1 st Phase, Mathikere, Bangalore 560054

Declaration

I hereby declare that the information furnished above is true to best of my Knowledge.

Place : Bangalore

yours faithfully
Manoj M