

Vindya

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Objective

Currently Looking for a job to pursue challenging career in a reputed organisation and to work for personal and organizational growth. "In advertising, not to be different is virtually suicidal."—Bill Bernbach.

Experience

- Iopex technologies, chennai** April 2022 - Currently working
Analyst- Campaign manager
Currently playing Campaign Manager role handling Google,Facebook, Bing Ads
- Dotcom Infoway, Madurai** June 2021 - Jan 2022
Mobile App Marketing Consultant
Worked as a Mobile app marketing consultant, Created strategies for each app to run mobile app marketing campaigns to ensure targeted installs of the mobile app
- Innerwork solutions pvt ltd** December 2020 - May 2021
Digital Marketing intern
Joined as an Intern about 6 months and gathered knowledge of all the base concepts and practical knowledge about digital marketing including quality backlink creation,running ad campaigns,creating quality content to websites.

Education

- Velammal college of engineering and technology** 2016 - 2020
BE(Electronics and Communication Engineering)
6.4%
- Vetri vikaas matric hr. Sec. School** 2016
HSC
82.5%
- PKN Matric hr. Sec school** 2014
SSLC
90%

Skills

- Google Ads, Facebook Ads, Dv360, Bing Ads, Search Engine Optimization.

Certifications

- Google ADS and Analytics Certifications.
 - Digital Marketer-Zuan Education.

Projects

- Campaign Management- Harvard Medical School, Colibri, Tipmann Industrial (Google, Bing, Facebook Ads) - Iopex Technologies (Since April 2022)**
 - Day to day campaign optimization.
 - Reporting on spend.
 - Providing recommendations based on the target.
 - Ad copy suggestions.
- App Marketing -Peppo, Hammer Security, Fiercenic, Revolve Dating, Knowhymn - DCI (May 2021- Jan 2022)**
 - App store optimization.

- Monetisation strategies suggestion.
 - Ad copies and ad creatives ideas.
 - Installs, cost per click analysis.
 - User engagement suggestions.
 - Marketing strategy.
 - Managing App install ad campaigns.
 - Competitor Analysis.
 - App UI/UX suggestions.
 - Campaign management
 - Market Research.
 - App Audit.
 - App design suggestions.
- **Ksp Power Controls, Neoclinic, Innerwork Solutions pvt ltd, Peppo App Marketing, Carabou, Lighthouse - Innerwork Solutions (Dec 2020 - May 2021)**
 - A/B test to increase SEO score.
 - Maintaining on page SEO score.
 - Backlink creation.
 - Social media optimization.
 - Reports for ad campaigns-Google and Facebook ads.
 - Customer Analysis.
 - Competitor Research.
 - Market Research.
 - Campaign Management

Achievements & Awards

- Best Employee for the Month of June 2022

PERSONAL DETAILS

- Marital status : single
- Date of birth :27/04/1999
- Hobbies :Singing,Listening to songs, Playing Shuttle

DECLARATION

- I hereby declare that the above mentioned details are true to the best of my knowledge.