

MANJUNATHA B

+91 7676841068 | sekarangasset@gmail.com | Bangalore 560048

DIGITAL MARKETING SPECIALIST

PROFESSIONAL ASPIRATION:

Innovative Digital Marketer with 2Years of experience, having strong track record of developing and executing successful digital marketing projects in the airlines and hotels industry. Skilled in leveraging data-driven strategies to enhance brand visibility, drive website traffic, and increase bookings and revenue. Adept at utilizing marketing tools and analytics to optimize campaigns and deliver exceptional customer experiences.

EDUCATION

BE in Mechanical with 7.4 CGPA, Bellary Institute of Technology and Management (2017- 2021)

- PUC with 74% BPSC PU College, Bellary (2015- 2017)
- SSLC with 76.9%, in Sri Nanda Residential School, Bellary (2015)

SKILLS:

- **Marketing Fundamentals:** Market research, target audience analysis, branding, and positioning.
- **Digital Advertising Platforms:** Google Ads, Facebook Ads, Twitter Ads, LinkedIn Ads.
- **Search Engine Optimization (SEO):** On-page optimization, keyword research, link building.
- **Content Marketing:** Content creation, social media, blogs, videos, infographics.
- **Social Media Marketing:** Audience engagement, running effective campaigns.
- **Email Marketing:** List building, crafting compelling email campaigns, analyzing metrics.
- **Data Analysis:** Google Analytics, campaign performance measurement, data visualization.
- **Digital Marketing Tools:** Marketing automation, social media management platforms, CRM.
- **A/B Testing:** Implementing and analyzing A/B tests to optimize campaigns.
- **Conversion Rate Optimization (CRO):** Improving website conversion funnels.
- **Project Management:** Planning, organizing, and executing marketing initiatives.
- **Web Development:** HTML, CSS, JavaScript for landing page optimization.
- **Graphic Design:** Adobe Photoshop, Illustrator for creating marketing visuals.
- **Copywriting:** Crafting persuasive copy for ads, landing pages, emails, etc.
- **IJX/UI Design:** Improving user experience and interface design for better conversions.
- **Marketing Analytics:** Leveraging data insights to make data-driven decisions.
- **Continuous Learning:** Staying updated with the latest marketing trends and technologies.

WORK EXPERIENCE

SRG SYSTEMS PRIVATE LIMITED (JULY 2021- PRESENT)

Project: Facebook Social Media Campaign Management

Title: Enhancing Brand Engagement through Facebook Social Media Campaigns

Tools & Techniques:

- Facebook Business Manager
- Social media scheduling tools (e.g., Hootsuite, Buffer)
- Audience targeting and segmentation
- Content calendar planning
- Performance analytics and insights (Facebook Insights)

Responsibilities:

- Develop and execute creative social media campaigns to increase brand awareness and engagement on Facebook.
- Create and curate engaging content, including images, videos, and written posts.
- Monitor and respond to user comments, messages, and interactions promptly.
- Use Facebook Insights to analyze campaign performance and adjust strategies accordingly.
- Collaborate with design and content teams to ensure consistent brand messaging.
- Stay updated with social media trends and algorithm changes to optimize campaign reach.

Project: Email Automation and Email Campaign Management

Title: Streamlining Communication through Email Automation and Campaigns

Tools & Techniques:

- Email marketing platforms (e.g., Mailchimp, HubSpot, Marketo)
- Segmentation and personalization techniques
- A/B testing for subject lines and content
- Automated drip campaigns
- Performance tracking and reporting

Responsibilities:

- Implement email automation workflows to nurture leads and guide them through the sales funnel.
- Create targeted email campaigns for different audience segments, focusing on lead generation and customer retention.
- Utilize A/B testing to optimize email open rates, click-through rates, and conversions.
- Monitor email deliverability and engagement metrics to maintain a healthy sender reputation.
- Collaborate with content creators and designers to produce compelling email content.
- Continuously analyze campaign results to make data-driven improvements.

Projects: On Page, Off Page, Technical Optimization for a Blog of Ecommerce Retail Store

Title: Elevating Blog Visibility and Performance for Ecommerce Retail

Tools & Techniques:

- Keyword research tools (e.g., Google Keyword Planner, SEMrush)
- On-page optimization (meta tags, headings, content structure)
- Link building and outreach strategies
- Website speed and technical performance audits
- SEO analytics platforms (e.g., Google Analytics, Google Search Console)

Responsibilities:

- Conduct comprehensive keyword research to identify relevant topics and optimize blog content accordingly.
- Implement on-page SEO techniques, including optimizing meta titles, meta descriptions, headings, and content structure.
- Develop and execute off-page SEO strategies, such as building high-quality backlinks through outreach and guest posting.
- Perform technical audits to identify and resolve issues affecting website speed, mobile responsiveness, and overall user experience.
- Monitor and analyze key SEO metrics to track the blog's performance in search engine rankings.
- Stay updated with search engine algorithm changes and industry best practices.

Projects: Google Adwords, YouTube SEO Campaign

Title: Elevating Blog Visibility and Performance for Ecommerce Retail

Tools & Techniques:

- Google Ads platform
- Keyword research and selection
- Ad creation and optimization
- YouTube keyword research and tags
- Video optimization techniques
- Performance tracking and analytics

Responsibilities:

- Develop and manage Google AdWords campaigns to drive relevant traffic and conversions.
- Conduct thorough keyword research to identify high-performing keywords for ad targeting.
- Create compelling ad copy and optimize ad performance based on click-through rates and conversion rates.
- Implement YouTube SEO strategies, including keyword-rich video titles, descriptions, and tags.
- Optimize video content for improved search visibility and audience engagement on YouTube.
- Monitor campaign and video performance metrics, adjusting strategies as needed to achieve desired outcomes.

Projects: WhatsApp Marketing

Title: Enhancing conversion rates and brand awareness

Tools & Techniques:

- **WhatsApp Business App:** Official app for business profiles and basic customer communication.
- **WhatsApp Business API:** For advanced automation and integration with CRM systems.
- **CRM Software:** Manages customer data and interactions.
- **Marketing Automation Platforms:** Automates campaigns and messaging.
- **Chatbots:** Provides instant support and engagement.
- **Analytics Tools:** Tracks message performance and user engagement.

Responsibilities:

- **Personalized Messaging:** Tailor messages to individual preferences.
- **List Segmentation:** Group contacts for targeted messaging.
- **Automated Drip Campaigns:** Nurtures leads through automated sequences.
- **Interactive Content:** Engage with polls, surveys, and quizzes.
- **Customer Support:** Provides timely assistance.
- **Promotions and Offers:** Encourage purchases with exclusive deals.
- **Feedback and Surveys:** Collect insights for improvement.
- **A/B Testing:** Experiment with different message formats.
- **Cost Tracking:** Monitor expenses associated with WhatsApp marketing.

DECLARATION:

I here by declare that the information and facts mentioned above are true to the best of my Knowledge.

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