


Mani Bharathi

Digital Marketing Executive

Mail: manibharti1197@gmail.com | 

Phone: 8072459359

Address: Royal Meridian Layout, Begur, Bengaluru, KA

SUMMARY

A Digital Marketing Executive with 3 years of experience specializing in On-Page SEO, Off-Page SEO, and social media marketing. Ranked 40+ blogs and 10+ course pages on top in Google search engine results and drove huge traffic through blogs, and LinkedIn marketing. Proficient in developing data-driven strategies, improving search engine rankings, and creating engaging social media campaigns.

Having great professional skills in Keyword Research, Google Analytics, Webmaster, SEO Audit, Competitor Research, Content Optimization, Link Building, Google Ads, and Social Media Marketing.

Adept at leveraging analytics to make informed decisions and continuously adapt to evolving industry trends. Looking to apply my skills and knowledge to help companies achieve their digital marketing goals.

TECHNICAL SKILLS

- Marketing Strategy, On-Page SEO, Off-Page SEO, Post outreach, Keyword Research, Technical SEO, Google Analytics, Screaming Frog, WordPress, Google Webmaster, Content Marketing, Social Media Marketing, Google Ads, LinkedIn Marketing, Canva, Adobe photoshop & illustrator, MS Excel, HTML, and CSS coding.

SOFT SKILLS

- Good communication, Leadership, Time management, Setting priorities, Planning and Setting goals, Decision making.

WORK EXPERIENCE

1. Digital Marketing Executive (Team Leader)
at The Knowledge Academy.

(Jul 2022 -Aug 2023)

Keyword Research: Performed effective keyword research and optimized the blogs & course pages using tools like SEMrush, keyword planner, and Ahref.

On-Page Optimization: Conducted SEO audit to identify issues and Re-optimized the web pages. Optimized major SEO factors such as H1, title, description, headings, content, and more. Added interlinks for blog pages and course pages. Handled end-to-end On-Page optimization of the blogs and course pages.

Off-Page SEO and Link Building: Handled link buildings such as guest posts (post outreach) and paid backlinks. Built high quality and relevant backlinks to increase DA, PA, and ranking.

Content Marketing: Built an SEO-optimized content structure for blogs and course pages. Coordinated content calendars and managed content distribution. Collaborated with the content team to create optimized content and ensure following the best practices of SEO. Re-optimised the blog & course content.

Marketing Strategy: Analyzed, developed, and executed SEO strategies for increasing traffic and leads to the website. Stayed updated with the current SEO trends and techniques for improving strategies.

Team Leader: Worked as a Team Leader and managed the ON-Page SEO team. Providing training to team members, monitoring team performance, and reporting on metrics. As a Team Leader, Implemented strategies, guided team members to optimize the web page ranking and goals. And updated reports to the management.

Analytics & Reporting: Monitored & reported the web page KPI (key performance indicators) such as organic traffic, backlinks, page views, and other metrics using Google Analytics to the team.

Google Ads: Analyzed keyword match types, negative keyword, and keyword biddings for Search ads campaign in Google ads and reported to the concern team. Managed the Google Ads campaigns of business pages. Analyzed the Negative keywords & analyzed the bidding price of the keywords for the ad campaigns.

2. Digital Marketing Analyst at Intellipaat. (April 2020 - July 2022)

- Handled LinkedIn marketing and drove 10-15K traffic per month for the website
- Handled link-building activities to drive more traffic to the website
- Analyzed and prepared new keyword opportunities for blogs
- Drove traffic and increased brand awareness through Quora marketing

- Prepared keyword suggestion sheet for new blogs including competitors' research, H1, title, content flow, and description
- Re-optimized the old blogs through page auditing and competitors' research
- Used the "Ahref" tool to analyze Keywords and their volume with difficulties. Also, I used the "Any Image" tool for LinkedIn marketing.

EDUCATION

- **Jayam College of Engineering & Technology, Dharmapuri, Tamil Nadu**
B.E/EEE (Electrical and Electronic Engineering). (Jul. 2015 - May. 2019)
- **Vijay Vidyalaya Matriculation School, Dharmapuri, Tamil Nadu**
2nd PUC, Maths Biology. (April. 2014 - Mar. 2015)

CERTIFICATION

- Completed Digital Marketing Course from NIDM Digital Marketing Institute.
- Digital Marketing Certification Course from Upgrade. (Pursuing)
- Google Ads Certification from Google.

INTERNSHIP

- Done 4 months of Internship at NIDM Digital Marketing Institute
- Gained practical knowledge in keywords research, analytical skills, Off-Page & SEM.