



# YASHASWINI K C

Digital Marketing Executive

## CONTACTS



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Bangalore



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## SKILLS

- SEO / SEM
- SMM/SMO
- PPC
- Google Search Console
- Google Analytics
- Email Marketing
- CRO
- SMS Marketing
- Facebook Advertising
- Google Ad Sense
- Wordpress

## TOOLS

### SEO

- |                          |                  |
|--------------------------|------------------|
| ▪ Google Keyword Planner | ▪ Seoptimer      |
| ▪ Seo Quake              | ▪ SEMRush        |
| ▪ GTMatrix               | ▪ Ahref          |
| ▪ SEMFrug                | ▪ MOZ Bar        |
| ▪ webmaster tool         | ▪ Keywordtool.io |
|                          | ▪ SEO Powersuite |

### SMO

- Hoot suite
- Canva
- Photo shop
- WooBox

### PPC

- Google Ad Words
- Bing Ad Center
- Face book Advert

## SUMMARY

Versatile Digital Web Specialist with 1 year of experience, who drives company growth through creative and innovative marketing strategies. Skilled at analyzing market trends and customer needs to develop highly-effective and targeted marketing campaigns.

## EXPERIENCE

### Genesis Infocom Pvt Ltd | Digital Marketing Analyst | August 2022- Present

- Perform site analysis, keyword research and mapping, and assess link building opportunities.
- Perform competitor SEO research.
- Based on analysis, results and client feedback continually improve and modify strategies to optimize effectiveness.
- Develop SEO strategies, and implement and monitor campaigns.
- Leading the project team and coordinating the project.
- Keep up-to-date with constantly changing technological and search engine trends, algorithms and ranking factors.
- Assisted in the development of social media strategies and optimization campaigns.
- Audience engagement and post or page reach to target audience through social sites.
- Managed relationships and projects for a number of key clients.
- Managing paid search marketing campaigns in Google AdWords.
- Create and manage social media paid campaigns.
- Analyzing client individual web pages.
- Experience with A/B testing and multivariate experiments.
- Solid knowledge of website analytics tools (Google Analytics)
- Essayed a key role in creating meta tags, design suggestions, meta description, content optimization and suitable themed variation in alt tags and site architecture.
- Keyword Optimization, Meta Tag Optimization, Optimizing the web Pages, Competitor Analysis, Keywords Density Analysis, Website Speed Analysis, Internal Navigation, Canonical Tag, Google Crawl errors, XML sitemap Creation, Robots Text Creation, Reviewing the

content, Special focus on checking for keyword density.

- Building quality backlinks using Content Marketing.

#### **Google Analytics:**

- Creating weekly, monthly traffic reports and present to clients and management.
- Adding websites in Google Analytics and verifying tracking code.
- Reverse goal URL's and increasing Goal conversion rates.
- Creating URL's and increasing goal conversion rates.
- Continuously monitoring impressions and clicks and making changes in ON Page.
- Meta tags to increase Click through rate(CTR) giving to analytics for other junior executives.

#### **Google Webmasters:**

- Finding and replacing duplicate metatags, if websites have more web pages.
- Updating sitemap and checking indexation of URLs.
- Robots.txt testing.
- Fetching google for non-indexed URLs.
- Checking search queries, impressions, clicks, click through rate.

#### **Social Media Marketing:**

- Created and implemented social media campaigns across targeted Social Media channels (Facebook, Twitter, Pinterest, Google+, YouTube.)
- Creating Pages in Facebook, Facebook Insights (Increased likes, Impressions), Twitter analytics
- Analysis on Competitor Social Networks Profiles on Twitter and Facebook.

### **PROJECTS WORKED ON**

- Experienceandamans.com
- Extrapay.com
- Paisawapas.com

### **EDUCATION**

- **Bachelor of Engineering in Computer Science** | Visvesvaraya University
- **PUC** | Alvas pre university college

### **CERTIFICATION**

- **Certified Digital marketing professional** | Digital Kora
- **Completed the live masterclass on Google Ads** | Skill Nation
- **Completed the SEO Workshop** | Growth School