

GOKULNATH S

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4/499, MGR Street, Sulakkarai, Virudhunagar - 626003

PROFESSIONAL SUMMARY -

Highly analytical and process-oriented digital analyst with in-depth knowledge of Digital marketing; Coordinating team members and giving ideology for promote website, Android Applications, Social media platforms; and Handling all the Digital analyst tools for push to Satisfied Organization data in timely; and Personally to be part of a reputed organization which provides a steady career growth along with job satisfaction, challenges and give value contribution in the success of the organization.

WORK EXPERIENCE -

1. Nov 2nd 2020 to Mar 2022 – **SEO Specialist** - KKS Tech Solutions Private Limited in Bengaluru.
2. Apr 1st 2022 to Dec 2022 – **STI Coordinator** – GJ Innovation Network Private Limited in Virudhunagar.
3. Jan 4th 2023 to Till now – **Campaign Manager** – AMTP Software Private Limited in Chennai.

CORE COMPETENCIES -

- ✓ Search Engine Marketing
- ✓ Search Engine Optimization
- ✓ Social Media Marketing
- ✓ Content Marketing
- ✓ Email Marketing
- ✓ YouTube Marketing

TOOLS -

- | | |
|-------------------------|---------------------|
| ✓ Google My business | ✓ Facebook Pixel |
| ✓ Google Analytics | ✓ SEMrush |
| ✓ Google search Console | ✓ Mail Chimp |
| ✓ Google AdWords | ✓ Canva |
| ✓ Google Tag Manager | ✓ Microsoft Clarity |

ROLES AND RESPONSIBILITIES OF MY SKILLS -

- ✓ Focus to develop, Manage, and Implementation in Word press CMS websites.
- ✓ Analyzing client requirement based keyword through **Google keyword Planner**.
- ✓ Improving keyword ranking position using ahref tool and Google Sheet.
- ✓ Check out the competitor analysis by online tools.
- ✓ Handles the such online tools like SEO optimizer, SEO site checker, Neil Patel.
- ✓ Focusing on the off-page optimization, in **SEO**.
- ✓ Capture the valuable backlinks for webpage and improves the traffic.
- ✓ Done the blog commenting and article post in various platform.
- ✓ Improves the Paid search advertising and Organic traffic.
- ✓ Involved the various executions in social media, SEO and SEM to improves the traffic to our websites.
- ✓ The major task to run the Campaigns in AdWords and Facebook, then maintaining the Budgets.
- ✓ Marketing through Email by using **Mail chimp**.
- ✓ Handles the remarketing platforms like **Google Ads** and **Social media Marketing**.
- ✓ Analyzing the website traffic source by **Google analytics, Google search console, Google tag Manager** and **Microsoft clarity**.

AWARDS AND RECOGNITION -

- ✓ Won a Second prize in the event “AS YOU LIKE IT” Conducted by Dept. of CS&IT, KARE.
- ✓ Won a Third Prize In the Event Treasure hunt Conducted by Dept. of BBA, KARE.

INTERNSHIP & WORKSHOPS -

- ✓ Privacy Policy Inference of User Uploaded Images on Content Sharing Sites, at Falcon Square in Jan3rd – Apr 3rd 2020).
- ✓ KARE - Attend a Guest Lecture on Journey to Cloud.
- ✓ KARE - Attend a guest Lecture on Cracking IT Interview.
- ✓ KARE - Attend a Guest Lecture on Internet of Things.
- ✓ KARE - Attend a Guest Lecture on Essentials of Out of the Box thinking.
- ✓ KARE – Attend a Guest Lecture on Personality and Career Development.

ACADEMICS

- ✓ **Master of Computer Application** from Kalasalingam Academy of Research and Educations at Krishnankovil in 2020 with 8.00 CGPA.
- ✓ **Bachelor of Computer Application** from Kalasalingam Academy of Research and Educations at Krishnankovil in 2018 with 7.83 CGPA.
- ✓ **+2[HSC]** Passed in First Class, 72% from Govt Hr Sec School Sulakkarai in May 2015.
- ✓ **10th [SSLC]** Passed with of 79% from KVS Hr Sec School at Virudhunagar in May 2013.

PERSONAL DETAILS

- ✓ Father's name: Seenivasan R
- ✓ Mother's name: Saradha S
- ✓ DOB : 30.06.1998
- ✓ Gender: Male
- ✓ Language known: Tamil, English, Telugu (Beginner)
- ✓ Hobbies: Photography, Travelling, Cricket

Declaration

I hereby declare that all the statements made in this application are true to the best of my Knowledge and believe.

Place :

Date :

(GOKULNATH . S)