

UMAMAHESHWARI SUNDARESAN IYER

Date of Birth : 27 June, 1998

CONTACT



8452960439



umamaheshwariyer12@gmail.com



Dombivli, Maharashtra

SKILL

SEO



SEM



SMO



EXCEL



ADWORDS



CERTIFICATION

Excel

[Link](#)

Google Analytics

[Link](#)

Google Ads App

[Link](#)

EDUCATION

2019 Bachelor Of Mass Media
Mumbai University

PROFILE

Experienced digital marketing professional specialized in developing and executing marketing strategies to achieve business Objectives. Highly motivated to collaborate with an esteemed institution to attain business goals.

EXPERIENCE

2021- Present SENIOR OFFICER - DIGITAL MARKETING

MyChoize Car Rentals

- Implemented SEO strategies, conducted in-depth keyword research, On-Page and off-page optimization to increase organic traffic and keyword rankings.
- Managed and optimized SEM campaigns including Google ads, Bing ads, and Facebook ads by allocating budget and optimizing ad copies, landing pages to improve the quality score and increase ad relevancy.
- Utilized Google Analytics for detailed reports to identify trends and opportunities for improvement.
- Implemented SMO strategies, resulting in a 10% increase in social media engagement and gained followers across platforms.
- Assisted Senior Managers and agency to optimize the campaigns and achieve cost-effective marketing solutions.
- Presented regular reports and insights to senior management, contributing to data-driven decision-making processes.

2021 SOCIAL MEDIA INTERNSHIP
CRAPSSS ADVERTISING AGENCY

- Managed client's social media posts for 'The local' brand.
- Content writing for the website's portfolio for Crapsss.

EXTRA CURRICULUM

2012 GUINNESS WORLD RECORD
Participated in Guinness World Records of Largest Mahakaikottikali.

2004 - 2015 Trained in classical dance form bharatnatyam.