Nagaswaroop M N   **Mobile:** +91 9591616540

                                                                  Email: nagaswaroop75@gmail.com

Career Objective:

To work in an enthusiastic and challenging environment with committed and dedicated people and succeed by applying my knowledge. To contribute with the best of my talent for advancement & growth and put my capabilities & qualifications to be an asset to the organization and enhance my skills.

Skills Summary:

- 6 years of **Data Support** and **Digital Marketing** experience working on **IVR Call Template creation & SMS Campaigns** that includes experience in creation of IVR Templates & good knowledge and experience in using **Google Analytics.**
- Broad experience with **MS Excel** & **Advanced Excel.**
- Good knowledge of **Power BI, SQL, Tableau.**
- Good Knowledge of webpages design using **Figma.**
- Working with sales team to create digital marketing roadmap.
- Worked on **AiSensy** for automation of WhatsApp Campaigns.
- Hands on experience in creation of workflows using **WebEngage.**
- Monitoring the flow of leads & checking the nonperforming KPI'S
- Identification and execution improvements for processes, content, and lead generation.
- Collaborated with content team to promote blog posts and guest posts.
- Providing market research, forecasts, campaign results, and consumer trends.
- Creation & execution of Facebook lead generation campaigns.
- Worked with business analyst team to draft stories in **Trello board.**
- Drafting storytelling concepts of tech issues in **Jira** board.

Technical Skills:

Operating Systems	Windows
Tools	Google Analytics, Google AdWords, AiSensy, WebEngage , Tableau, PowerBI, Mobtexting, LeadSquared, SQL Developer
Languages	Microsoft Power BI, Tableau, SQL

Educational Qualification:

- *Bachelor of Engineering in ECE from Bangalore University* **(2011-2015)**

Experience Summary:

- **Organization(s)** :

  1. **Qbera** from Apr 2017 to Apr 2020
  2. **InCred** from Apr 2020 to Jul 2022
  3. **Qfi Technologies** from Jul 2022 to Till Date

Project Profile:

Project #1

Project Title   : Qfi Technologies
Duration   : Jul 2022 – Till Date

Responsibilities:

- Analysis of Lead Generation Cycle (Generation of Leads to Closure of Leads)
- Worked on AdWords, Analytics, FB-Ads, YouTube ads.
- Have good experience working on Google AdWords & Yahoo ads (CPC, CPA,CPM), effectively setup a Facebook Ad-Campaign & successfully generated Leads at lower cost of conversion
- Worked on Analysis of Leads & Quality control of Leads and closure of Leads.
- To build strong brands for lead generation, regular social media monitoring. And strong analytics helps to find social media trends of products or services and brand perceptions.
- To measure social media goals and performance of the social media profiles and optimizing the approach based on analytical data
- Hands on experience in using Mobtexting, AiSensy, LeadSquared & Fanoda
- Planning on the digital campaigns scheduling part
- Working with sales team to roadmap the required campaigns to go live
- Creating the SMS & IVR flow based on required flow
- Automation of tasks to create a green flow of desired campaigns
- Creation of google banner ads and monitoring the ROI of the campaigns
- Have experience in automation of emailers in Mailchimp & LSQ
- Worked on analytics reporting software's like Data Studio, Dashthis
- Worked on different ads channels in AdWords Like Search Ads, Display Ads & Gmail Ads
- Worked on Ad Optimization tools like PPC Hero, Campaign Hero and few other tools
- Worked on Link Building concepts and optimization of webpages.
- Worked on A/B testing on search, display ads & Gmail ads, worked on achieving the KPI for the desired task
- Working on acquiring new Organic & Paid Keywords
- Optimize, measure and analyze all paid and organic campaigns on social media, optimize user experience by studying customers' journey, interests, and behaviours
- In-depth social media analysis to gain competitive advantage, learn about customers behaviour. Social media analytics tracking to provide a deep understanding of structure and dynamics of community interactions in order to achieve conversion goals and business objectives.

- Worked with Ops & Sales team to be in line with latest updates on the lead funnel enhancement
- Optimized website exposure by analysing search engine patterns to direct online placement of keywords or other content.
- Directed traffic growth strategies, SEO, content distribution, email marketing.

Project #2

Project Title   : InCred
Duration   : Apr 2020 – Jul 2022

Responsibilities:

- Worked on product enhancement by getting new features added for the existing product
- Worked with engineering team to get the requirements build ASAP & getting the TAT for the tickets
- Worked on closure of tech tickets
- Reporting of tech tickets
- Issues drafting in TRELLO board
- New product enhancement
- Drafting schemas & product management stories in Jira board
- Quickly learned new skills and applied them on daily tasks, improving efficiency and productivity.
- Carried out day-to-day duties accurately and efficiently.

Project #3

Project Title   : Qbera – CRM Application – Lead Squared
Duration   : Apr 2017 – Apr 2020

Responsibilities:

- Worked on reporting of data, and on Excel concepts (VLOOKUP, Pivot Tables, Macros)
- Managing of day-to-day Reports of Digital Marketing Channels.
- Sourcing of Leads Generated
- Creating Monthly/Weekly/Yearly Reports on Digital Marketing Reports
- Updating Dashboards on daily basis of amount spent on Digital Channels & Targeting Channels & Medium
- UTM Tracking & Sourcing of generated Leads
- Working on expansion of Digital Channels
- Carried out day-to-day duties accurately and efficiently.
- Quickly learned new skills and applied them on daily tasks, improving efficiency and productivity.

Personal Details:

Date of Birth   :   12-Nov-1992
Gender   :   Male
Nationality   :   Indian