

Sebastian Vishwas Kumar B S

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I am a passionate digital marketing executive with the knowledge in Facebook ads, Instagram, Google ads, Digital Analytics, SEO, WordPress & Automation & I have a passion for leveraging digital platforms to drive brand awareness and business growth. Seeking an Digital marketing position where I can apply my strategic thinking, creativity, and analytical skills to create impactful digital marketing campaigns. Eager to contribute to a dynamic team and learn from experienced professionals while utilizing my knowledge of emerging digital trends and tools.

Work History

April 2024- Current

Performance Marketing Manager

LWYD Interactive, Bengaluru

- Managed end-to-end execution and optimization of Meta and Google ads for leading alcohol brands.
- Worked on a Media Plan for the alcohol brand.
- Set up the reporting and budgeting process for the internal team to maintain a uniform structure of reporting and budgeting for the client.
- Created monthly and weekly reports for the client.

Nov 2023 – April 2024

Digital Marketing Executive- Growth

Basil Global, Bengaluru

- Planning, executing, and optimizing Google ads and Meta ads for clients across various industries in IVF hospitals, Sports Academies and Fintech. For IVF Hospital brought down the month on month CPL by 20.17%. For Fintech brought down the month on month CPL by 19.39%
- Working on On-page and Technical SEO optimization plan for a Tech Company client and Healthcare client. For Tech company increased organic traffic by 44.56% YOY and for healthcare client increased organic traffic by 14.58% YOY.
- Worked on a pitch in creating performance marketing and SEO plans for 2 brands.
- Creating monthly and weekly reports for the client.
- Managed CRM automation and WhatsApp campaigns for Sports academy client.

Jan 2020– October 2023 Account Executive

Thousand suns, Bengaluru

- Managed TTK Prestige Account for 3 years.
- Worked on retail strategy for prestige Xclusive Stores
- Worked with designers to create high-quality brand Collaterals.
- Made Campaign video for Prestige and product video for Naturo.
- Conducted market research for Prestige and Fila

Education

2023-2023	Digital Marketing Program <i>Digital Scholar</i>
2022-2023	Google Digital Marketing Certification <i>Coursera</i>
2017- 2019	MBA: Marketing <i>PES University - Bengaluru</i>
2012 – 2016	Bachelor of Engineering Technology: Mechanical Engineering <i>Christ University - Bengaluru</i>

Digital Skills

- I have created social media content calendar for E-Market Edu.
- I have worked on a live on-page SEO project for Vow 28 it's a E commerce clothing brand which includes competition analysis, keyword research, etc. I have used Semrush, Moz and Spyfu tools while working on the project.
- I have built my personal website using WordPress and landing page on swipe pages.
Website link-<https://digitalwithvishwas.com/>

Software Known

Semrush
Kylas CRM
AISensy WhatsApp API
Spyfu
Crigloo Analytics Tool
Bervo
Pabbly
MS Office
Adobe Creative Cloud

Skills

Analytical Thinking
Problem-Solving Skills
Time Management
Written and verbal communication
Account management

Declaration

I hereby declare that the above mentioned information is true to the best of my knowledge

Place: Bengaluru

Date:

(B S Sebastian)