

KAVINTHIRA KUMAR.T



Contact

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Education

B.Tech (IT) 2012

Mohamed Sathak Engineering
College, Kilakarai, Tamil nadu

Certifications

Digital Marketing: **SEO, PPC, SMM, and SEM optimization.**

Programming Languages (On-Page Optimization): **HTML5, PHP, CSS, JavaScript, Wordpress, MySQL.**

Web Configurations

Domain, Hosting, & DNS
Configuration, Email &
Database Configuration

Summary

Having 10+ years of experience as Digital Marketing Specialist and a passion for digital marketing, I take pride in setting up, implementing, and managing the overall company's digital marketing strategy.

Skill Highlights

- ✓ Search Engine Optimization (SEO)
- ✓ Search Engine Marketing (SEM)
- ✓ Social Media Optimization (SMO)
- ✓ Social Media Marketing (SMM)
- ✓ Google AdWords - PPC
- ✓ Instagram & Facebook Ads
- ✓ Email Marketing
- ✓ Google Analytics
- ✓ Google/Bing Webmaster
- ✓ On-Page SEO
- ✓ Off-Page SEO
- ✓ Web Site Development
- ✓ Adobe Photoshop
- ✓ HTML5, CSS3, MYSQL

Experience

Digital Marketing Specialist – Feb 2023 to Jun 2024
SpringPeople Software Pvt Ltd, Bangalore

- Communication to the team and management on project development, timelines, requirements, and
- Implementing, tracking, and reporting advertising campaigns, including Google Ads/PPC, Facebook Ads, and Instagram Ads.
- Creating a website and blog page. Updating content on the website. Instructions given to the SEO-friendly content team.
- Implementing on-page SEO activities like keyword research, SEO-friendly URL creation, html element optimization, image optimization, content optimization, link optimization, etc.
- Implementing Off-page optimization activities, various link submissions like article submission, blog submission, forum submission, guest blogging, etc.
- Track important metrics, including goals, reverse goal paths, bounce rates, new users, sessions, organic traffic, traffic by country, conversion rates, and time spent on page on Google.
- Setting up various social media channels and maintaining brand consistency.
- Monitor and evaluate search results and search performance across the major search
- Collect website leads & enquiry submit to team

Current:

Company: SpringPeople Software Pvt Ltd, Bangalore

Position: Associate Digital Marketing Manager

From: 13th Feb,2023 to Jun 12, 2024

Past:

Company: AvenData Technologies

Position: Digital Marketing Executive

From: 5th Jan 2022 to 2th Jan 2023

Past:

Company: BM Hospital Group

Position: Digital Marketer & Web Developer

From: 5th Aug 2020 to 1th Jan 2022

Past:

Company: Jeesee Infotech

Position: SEO Specialist & Web Developer

From: 15th Aug 2018 to 8th Mar 2020

Past:

Company: Cube45 Ecommerce Pvt Ltd

Position: SEO Analysis & Web Developer

From: 5th Jan 2015 to 1th Aug 2018

Past:

Company: Chennai Technology

Position: Web Developer

From: 5th May 2013 to 1th Jan 2015

Projects:

<https://springpeople.com/>

<https://sap.springpeople.com/>

<https://ensetu.com/>

<https://entalsetu.com/>

<https://avendata.com/>

<https://bmc cosmetic.com/>

<https://www.bmhospitals.com/>

<https://springmedspa.in/>

<https://fia.og.in/>

<https://zenithinterior.com/>

SEO Skills

SEO Tools– XML sitemap, Google Adwords, Google Analytics, Google and Bing Webmaster tools, Moz, Uber Suggest, SEO Optimizer, Google Keyword Planner, Ahref, Word Tracker, Semrush, etc.

Site Analysis – A complete technical report of the website. The report includes on-page and off-page factors of the website. Excellent skills in on-page SEO, WordPress, and CSS.

On-page Knowledge – Knowledge of Alt tags, Title tags, Anchor text, Meta Titles, Meta Descriptions, Meta Keywords, Keyword Research, Image Optimization, Content Optimization, Schema Markup, Internal and External Links, Sitemap (HTML and XML), HTML Validation as per W3C standards, etc.

Content Analysis – Reviewing the content, with a special focus on checking for keyword density, keyword prominence, content formatting, and proximity

Web Development – Well-known knowledge about WordPress and creating websites Customize a WordPress premium theme or a free theme. Installing plugins and theme core file editing.

Off-page Knowledge – Social Bookmarking Submission, Directory Submission, Blog Submission, Blog Posting, Guest Post, Business Listing, Profile Link, Article Submission, Comment Posting, Article Formatting, Forum Posting, Slide Share, Video Submission, etc.

Social Networking– Facebook, Twitter, LinkedIn, Pinterest, Instagram

Technical Skills

Web Technologies – HTML, HTML 5, CSS, PHP, MySQL, Photoshop, and Wordpress

Operating Systems – Windows 10, Windows 8, and XP

Packages – MS-Office, MS-Powerpoint, and MS-Excel