

PROFILE

A highly energetic, motivated IT professional having around **3.6 years of experience as a Digital Marketing Executive**. I am looking for a position where I can efficiently contribute my skills and abilities for the growth of the organization and build my professional career.

CONTACT

PHONE:
9629504557

EMAIL:
vigneshsuresh102@gmail.com

SKILLS

- Email Marketing
- SEO
- Search Engine Marketing (SEM)
- WordPress
- Google Analytics (GA4)
- Google Ads
- Social Media Marketing (SMM)
- Photoshop

TOOLS

- Semrush
- Zoho Campaign
- Mail Chimp
- Uber Suggest
- Moz

CERTIFICATES

- Google Ads Certification
- Social Media Ads
- Search Engine Optimization

R.S.VIGNESH

Digital Marketing Executive

WORK EXPERIENCE

Tidalwave Solution Private Limited [Digital Marketing Executive]

Bangalore, Karnataka

July- 2024 - Currently working here

GegoSoft Technologies Private Limited [Digital Marketing Executive]

Madurai - Tamilnadu

April 2021-June 2024

ACHIVEMETNS AND TASKS

- Launched SEO campaign for high volume and long tail keywords that generated organic monthly traffic visitors.
- Analyzed the Heading tag, Meta tag, Meta description, Alt Attributes, and Content duplication-checking those increase the on-page SEO score.
- Strategized, developed, and managed paid digital marketing across Adwords, Instagram, and Facebook with a monthly budget.
- Improved On-page SEO performance, resulting in page speed improvement.
- Automated Marketing KPI reporting using Google Analytics, Uber Suggest, and Google Sheets saves roughly 6 hours of manual work each week.
- Bolstered blog content with attention to SEO and keyword research, helping drive organic traffic.
- Studied analytics in the Google Search Console, identified low-performing content, and recommended solutions that improved content performance.

EDUCATION

KLN College of Engineering [Master of Business Administration]

2018 - 2020 (Marketing and HR)

Sourashtra Arts and Science College

2014 - 2017 (B.sc Computer Science)