

IMPANA C
impanaimpu1620@gmail.com
7795841257

SUMMARY

A team player with excellent interpersonal and communication skills with a hands-on approach and a can-do attitude. Having 3+ years hands-on experience in complete digital marketing.

COMPANIES WORKED FOR

DIGIMARK AGENCY PVT LTD

Role : SEO Specialists

Period : 2 years

TRANQUIL INDIA

Role: Sr Executive Digital Marketing

Period: 4 months

NEIL PATEL DIGITAL INDIA

Role: Sr SEO Executive

Period: 8 months

PROFESSIONAL SUMMARY

Content writing

- Researching content and consumer trends to ensure that content is relevant and appealing.
- Developing content strategies to effectively reach the desired target audience and marketing goals.
- Creating content for a variety of platforms including blogs, websites, Ads and social media.
- Proofreading and editing content before publishing.
- Ensuring that SEO and SMO strategies are effectively implemented.
- Managing content calendars and ensuring that the content remains consistent across all platforms.

Social Media Marketing

- Work closely with the Social Media Manager to develop a social campaign strategy and execution plan for campaigns.
 - Creating a content calendar based on the analysis of competitors and new trends.
 - Drive customer engagement through the development, execution and management of a social media strategy and deployment of content across key social channels.
 - Conceptualizing brand communication on social media channels based on business objectives.
 - Knowledge of tools like a buffer and grum etc.
 - Analyzed competitors and gathering data in order to create a social media plan and strategy based on the research results.
 - Analyzed social media campaigns to determine efficiency of social media campaign improvement.
 - Capabilities on social listening monitoring, responding and reporting.
 - Worked on projects in various sectors like Healthcare, Food, Education, building materials industry and other sectors.
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Search Engine Optimization

- Keyword research
 - Competitors research
 - Content auditing & Technical auditing
 - Recommended the structure of a website, content quality within the website, considering Search engine guidelines
 - Quality backlink building
 - Checking Detail Page Content, Quality, and Accuracy
 - Send Weekly and Monthly Quality & Productivity reports to Clients.
 - Review web sites for content quality based on Content Guidelines
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Search Engine Marketing (Google ads)

- creating the campaign strategies
 - Identifying the target audience with innovative, attractive and creative ad copies
 - Optimising landing pages
 - Analysing the effectiveness of past and present campaigns
 - Writing and testing new ads
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ACADEMIC CREDENTIALS

Qualification	Institution	University / Board	Year	%
BE [INFORMATION SCIENCE]	A P S College of Engineering	V T U	2017	72%
PUC	BMS PU College for Women	Karnataka State Board	2013	52%
10 th std	Indira Priya Darshini Girls High School	Karnataka State Board	2011	77.78%

KEY SKILLS:

- Social Media Marketing and SEO
- Google Ads
- Content writing
- Social Media Ads
- Lead Generation
- MS Office

ADDITIONAL SKILLS

- Designing creatives by using canva tool
- Making videos by using Biteable tool
- Basics in adobe photoshop
- Basics in html and wordpress
- Creating and working according to the task sheet
- Usage of CRM software

STRENGTH

- Good Communication and Interpersonal Skills
 - Self-Motivated and Hard-working
 - Likes Challenges & Responsibilities
 - Creative, Punctual & Honest
 - Good Learner & Confident
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EXTRACURRICULAR

- District level ball badminton player.
 - Won prizes in Mehendi, tattoo designing, carom, and chess during college fest.
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PERSONAL PROFILE

Father's Name	:-	K Chandrashekar
Date of Birth	:-	20th July 1995
Languages Known	:-	English, Kannada & Telugu
Marital Status	:-	Married
Nationality	:-	Indian