



Ramesh C

Digital Marketing Analyst

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Objective

Results-driven Digital Analyst skilled in data analytics, web tracking, and performance metrics to optimize digital marketing strategies. Proficient in Google Analytics, data visualization, and KPI reporting to drive business growth. Looking to apply expertise in data analysis and user behavior tracking to support decision-making and digital transformation.

Experience

Instrumentation & Control Engineer at Voltech Engineers Pvt Ltd

Jan 2015-Dec 2023

- Instrumentation and Control Systems Engineer with 8+ years of experience in maintenance, commissioning, and development of instruments and control systems in Power Plant & Energy sectors. Skilled in installation, calibration, and loop checking of field instruments (Emerson, Rosemount, ABB, Endress & Hauser, Honeywell) and configuring various flow meters. Expertise in reviewing control philosophy, P&IDs, and preparing PM/CM reports. Strong team leadership, technical support, and communication skills, leading a team of four instrument technicians and reporting to the Project Manager.

Digital Marketing Intern-Ramaussys Technologies

Jan 2024-Present

- - Refined on-page SEO elements like meta tags, headers, and internal links.
- - Conducted SEO audits and resolved technical issues.
- - Keyword Research & Strategy: Conducted in-depth keyword research to identify high-potential opportunities, using tools like SEMrush, Ahrefs, and Google Keyword Planner.
- - Developed link-building strategies and collaborated with influencers.
- - Reported on SEO campaign success to inform future strategies.
- - Managed SEO-friendly WordPress sites using YOAST SEO.
- -Social Media Integration: Integrated SEO efforts with social media campaigns to boost engagement and traffic.
- -Analytics & Reporting: Utilized data from Google Analytics, Google Search Console, and Tag Manager to track campaign performance and make data-driven decisions.
- -Local SEO: Implemented local SEO strategies, managing Google My Business profiles, and optimizing for local searches.
- -Technical SEO: Monitored website performance, ensuring quick load times, mobile-friendliness, and crawlability, and resolving issues like broken links and redirects.

Project

- Suriya Tiles,Granites & Marbles
E-commerce Website Development Using WordPress

Jan 2024- Dec 2024

Education

Sethu Institute of Technology

July 2010-April 2014

- Bachelor of Engineering--Instrumentation & Control Engg

Skills

- SEO
- SMM
- SEM
- Google Analytics
- Google Search Console

- Semrush Tool
- Ahref
- Gtmetrix
- Wordpress
- Google Adwords

Personal Qualities

- Self-motivated, diligent, reliable and disciplined individual, with a potential to work on own initiative
- and a part of a team.
- Ability to communicate in a pleasant manner at all levels within the organization.
- Strong presentation, organization and communication skills.
- Dynamic, enthusiastic and creative.
- Dedicated to maintaining high quality standards.

Personal Dossier

- Date of Birth - 19-07-1992
- Sex - Male
- Nationality - Indian
- Marital Status - Unmarried
- Passport No - C1473632
- Languages Known - English, Tamil.

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