

# SIVA KABILAN E

## DIGITAL MARKETING ANALYST

Results-oriented Digital Marketing Analyst with 4+ years of experience in SEO, content creation, and social media marketing. Proven ability to optimize online presence and drive lead generation through data-driven strategies and multi-channel campaigns. Skilled in leveraging analytics tools to measure performance and refine marketing tactics. Seeking to apply my digital marketing expertise to contribute to the growth of a forward-thinking organization.

### EDUCATION

- Completed Master of Business Administration in (Finance and Digital Marketing) in RVS Institute of Management Studies and Research.
- Completed Bachelor of Commerce from PMT College of Arts and Science over the period of 2015-2018

### CONTACT

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- Date of Birth : 15.06.1998
- Marital Status : Single
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### PROFESSIONAL EXPERIENCE

#### STAR KNOWLEDGE (SEO Analyst ) (June-2024 to PRESENT)

- Identified and resolve technical SEO issues (site speed, broken links, mobile usability) through regular audits, enhancing website performance and user experience.
- Performed keyword research and implement on-page SEO optimizations, resulting in higher search rankings and a 20% increase in organic traffic for managed websites.
- Collaborated with cross-functional teams (design, development, sales) to ensure marketing initiatives align with brand messaging and campaign objectives.
- Developed engaging digital content (blog posts, infographics, social media updates) aligned with SEO strategy, improving audience engagement and supporting lead generation.

#### IPCS GLOBAL (Digital Marketing Analyst) (Feb - 2023 to Jun - 2024 )

- Managed multi-channel marketing campaigns (social media, and PPC) from planning through execution, improving lead generation and conversion rates 15%.
- Executed off-page SEO strategies including link-building campaigns and content outreach, boosting domain authority and referral traffic for client websites.

## EXPERTISE

- CMS Development
- On-Page SEO
- Off-Page SEO
- Technical SEO
- Social Media Marketing
- Facebook Advertising
- Google Advertising
- Market Research
- Tamil Content Writing

## TECHNICAL SKILLS

- WordPress
- SEMRush
- Yoast SEO
- Uber Suggest
- SEObility
- Goolge Analytics (GA4)
- Canva
- HTML
- CSS
- MailChimp
- Publer

## LANGUAGE

- TAMIL
- ENGLISH

- Delivered SEO and digital marketing training sessions to students as part of the institution's certified course program, helping them gain practical skills and industry-ready knowledge

### **FXU SOLUTIONS (Digital Marketing Executive) (Aug - 2021 to Jan - 2023)**

- Maintained and updated WordPress websites (content updates, plugin/theme management, security audits) to ensure optimal performance and user experience.
- Implemented on-page and basic off-page SEO techniques (keyword optimization, meta tags, link building), increasing organic search visibility and traffic.
- Developed and managed social media content calendars, writing posts and scheduling campaigns to enhance brand presence and audience engagement.

### **PROJECT PRO SMACK (Feb - 2021 to Mar - 2021)**

- Supported a Tamil Nadu political campaign by researching voter demographics and public concerns to inform content strategy.
- Managed campaign social media profiles by scheduling daily updates and engaging with followers to increase community involvement.

### **INTERNSHIP: LESSBURN**

#### **MARKET RESEARCH ANALYST (Jan - 2020 to Apr 2020 )**

- Performed targeted research to identify and verify accurate email contacts from client databases and online sources. Executed bulk email outreach using segmented lists and personalized messaging. Monitored engagement metrics and applied insights to improve campaign effectiveness.