**Bhuvaneshwari**

[**Bhuvaneshwari.357106@2freemail.com**](mailto:Bhuvaneshwari.357106@2freemail.com)



**Objective**​**:**

To be a valuable resource to the organization where I can utilize all my skills and knowledge which would enable mutual growth.

**Skills**​**:**

|  |  |  |  |
| --- | --- | --- | --- |
| ● | Adobe Photoshop | ● | Creative and Innovative |
| ● | Adobe Illustrator | ● | Strategic Thinker |
| ● | HTML, CSS | ● | Digital Marketing |
| ● | Adobe Dreamweaver | ● | Social Media Optimization |
| ● | Website Design | ● | Email Marketing |

* Graphic Design

**Work History**​**:**

​**Freelance Graphic-Web Designer; Digital**

**Some of the Clients I have worked with:**

* Padeve Singapore - Social Media and Print Creatives
* L&T Insurance - Email and Form Design
* Buttercups - worked 6 month on Social Media and Email Design Creatives
* Hult International Business School - worked 6 month on Print Creative and Email Design & Development
* Hopintown - worked 6 month on Print and Digital Creatives
* Medimanage - Social Media, Email Design & Development, Google Display Ads
* Infographic Design for BBrainiac
* Logo Design - Overhaul, Hunar, Frap, Chemroots Laboratories, Decor Diary, Kemols Intermediate, Little Champs, Exclusive Bay, Positive Energy, etc.
* T-Shirt Design for Zuracart
* Spark Developers - worked 3 months on Social Media and Print Creatives
* Get Set Go - Print Creatives
* Femori - Social Media and Print Creatives

**Digital Marketing Executive**​,06/15 to 12/15

**India Infoline Limited** ​- Mumbai, India

* Design and create mailers, website banners and social media post.
* Optimize on-site content for maximum visibility and ranking in the major search engines, includes HTML, site structure, as well as page layout and navigation considerations.

* Control naming conventions and linking conventions of web pages, images, and multimedia files.
* Optimization On-page and Offpage. Inbound link development from relevant sites and directories.
* Perform information gathering services including technical website analysis, competitive/keyword research and link analysis.
* Manage and Implement online advertising & SEM campaigns.
* Identify and implement innovative SEO strategies.
* Perform content maintenance and updates.
* Writing meta titles, description for web pages and Blog posting
* Develop site feature/functionality.
* Perform quality assurance testing on new websites.
* Monitor and report on monthly campaigns and statistical analysis.
* Test and Track landing page optimization and other conversion strategies.
* Develop design briefs by gathering information and data through research.
* Think creativity to produce new ideas and design concepts.
* Modify website content to suit social media
* Prepare info graphics & Handle social media posting
* PR releases on reports/content published.
* Initiate and implement Mailer campaigns

**Digital Marketing Executive**​,02/15 to 05/15

**Kores India Limited** ​- Mumbai, India

* Ideation, Conceptualization, Management and Execution of Marketing Campaigns for the business divisions and corporate level with internal and external partners.
* Involvement in the conceptualisation and management of Future Kores websites.
* Digital Marketing Activity Monitoring, Execution and Analysis.
* Building Online Lead Generation, Traffic and Measurement of the Conversions and Impact.
* Growing and Strengthening the Online Brand Presence.
* Division Website content creation, brand and traffic building and execution.
* Responsible for content creation, viz... Blogs, newsletters, posts, write ups relevant to the business on a monthly basis.
* Google Search Network and Analysis Monitoring and Improvement.
* SEO building for Kores websites.

**Research Analyst**​,09/13 to 02/15

**Directi** ​- Mumbai, India

* Optimizing Domain Names for Internet Advertising.
* Investigating web sites and conducting research & analysis for identifying concepts of domain names.
* Checking content, quality & accuracy of each concept.
* Checking keyword lists of advertisers to maximize ROI for each advertiser / publisher.
* Consistently monitor domain names as per customer feedback and satisfaction.
* Monitoring & enforcement of acceptable usage policies in cases of system abuse, illegal usage, misrepresentation etc.
* Liaising with the Business Development Specialists to facilitate maximization of revenue.

* Ensure smooth functioning of the department

**Education**​**:**

**Bachelor of Technology**​:Information Technology,2013 -​**6.78 CGPA (First Class)**

Sri Venkateswara College of Engineering and Technology (Anna University)

- Chennai, India

**HSC**​:Science, 2009 -​**65.67% (First Class)**

St.Mary’s Junior College - Mumbai, India

**SSC**​:2007 -​**69.53% (First Class)**

St.Teresa’s Convent High School - Mumbai, India

**Certification**​**:**

**Web Designing and Digital Marketing course completed from CEIT institute.**

Duration:​**6 months** ​Percentage:​**76%**