**RESUME**

Pattan

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**Career objective:**

To achieve a challenging position in an organization, aim is to contribute to the objective of the organization and to grow with it.

**Summary:**

* Having 4+ years of work experience in Digital Media Marketing.
* Have extensive experience in working with different domain Processes.
* Working on skills like Analytics, Adwords, SEO etc.
* Ability to work effectively in high-pressure environments.
* Responsible, loyal, reliable, and independent worker with high level of enthusiasm and creativity.
* Excellent working Knowledge of Mac OS X, Windows 2000/XP/Vista/2007/2008.
* Strong interpersonal and communication skills, strong attitude towards team work and common goals achievement.
* Excellent understanding on various Digital Marketing Needs.
* Building latest work flow plans for Digital Promotions of the company.
* Understanding the strategic objective of a business, whether it is trying to maximize sales, or enquiries or sign-ups, or downloads.
* Strategize the best available digital marketing approach to satisfy the objective in the most efficient way possible, including, but not limited to SEO, SEM, Social Media (Facebook, Twitter, G+, Pinterest etc), display advertising, affiliate marketing, newsletter marketing, etc
* Deriving the performance metrics at the beginning of a project that best reflect the objective of a project, and monitor and record those metrics on a continuous basis to be reported to superiors in the company as well as to customers, periodically.
* Ability to take initiatives, ability to work independently, and satisfying the requirements of projects to the delight of customers.

**Specialities:**

**Email Marketing**

* Managed all email marketing strategies and execution for approximately 100+ Campaigns.
* Created and designed prospecting and customer email campaigns in order to increase revenue growth and customer loyalty
* Measured campaign results and worked with process heads on a monthly basis to demonstrate conversions for the program and effectiveness of their running campaigns
* Worked with dealer principals to define messaging and create successful messaging and incentives to see increased click-through and open rates.
* Worked on platforms like Constantcontact, mailchimp, moonmail,etc.,

**Market Research Analysis (Conducting customer Surveys)**

* Perform market research and data analysis duties
* Support strategic plans of the company by providing research information
* Deliver insights regarding the reasons that impact the success of businesses
* Suggest research solutions following strategic plans of action
* Prepare annual analysis of existing and potential customers
* Develop new features and programs to support sales.
* Provide advice on pricing strategies as per the survey inputs.
* Examine competitors’ marketing methods and sales activities
* Devise focus group discussions and conduct surveys.
* Determine the need for adding new lines to existing services
* Worked On Platforms like Google forms, Survey monkey, Typeform, etc.,

**Powtoon Video making: (Product/Service Videos)**

Hands on Experience in creating Powtoon Videos for a product’s marketing.

* Handled multiple projects simultaneously, created attractive Powtoon Videos.
* Collaborated inter-departmentally with CEO and COO to create innovative strategic Videos to improve our Social Presence and increase customer base.
* Provided proposal layouts and designs for all advertisement production, for both local and nationally focused.

**Corporate AD Films**:

* Shot and Directed commercial and Infografic, VFX (Green Screen) projects.
* Lead crew members in creating story boards, post-production
* Edited and composed visual effects scenes of Corporate Videos.
* Performed analysis and editing on Final Cut Pro.
* Links : [video1](https://www.youtube.com/watch?v=e1UZxfIKE24) [video2](https://www.youtube.com/watch?v=Jt-k2hfJikA) [video3](https://www.youtube.com/watch?v=aXGb4tWlDoI)

**Webinars:**

* Organizing Webinar dashboards.
* Analyzing the leads generated and the conversion analysis of the campaigns on a monthly basis.
* Generating reports of webinar attendees.

Given an opportunity can learn any of the Tools/Dashboards which can help the process in branding and marketing.

**Role overview:**

Digital Media Marketing, Strategic Management, Relationship Building, Process Online Advertising, Adwords, Branding Strategies, Web Designing, Facebook Advertising, Media Research, Email Campaigns, Consulting, Business Development, Market Analysis Improvement, Website Analysis, MS-Office, Web Masters, SEO, SMM, PPC, VSEO,

**Education Qualification:**

* PGDCL (Cyber Law) July 2017
* Completed MBA in 2015.
* B Tech from HI-Point College of Engineering and Technology, JNTUH in 2012.
* Intermediate from Ratna Juniour College, HYD in 2008.
* Schooling from St.Alphonsa’s High school, HYD in 2006.

**Professional Experience:**

**Cosmickent Techno Solutions**

**(20th Nov 2017 – Present)**

**Assistant Manager - Digital Marketing**

Worked as Assistant Manager-Digital Marketing for **Cosmickent Techno Solutions**

Handling 3 Projects: Infinitodeals.com , Infinitocoupons.com & Tripsndmore (Travel Website)

**Roles & Responsibilities:**

* Act as the point of contact for clients for digital management matters
* Build strong, long-term client relationships and maintain frequent contact
* Set digital strategies for assigned customers, considering their specific requirements
* Suggest, design and implement digital projects to increase customer ROI
* Address client queries effectively and in a timely manner
* Optimize web content to increase traffic and improve SEO
* Present social media strategies to clients
* Report on web performance metrics
* Analyze digital campaigns success
* Stay up-to-date with digital technology trends

**Advantage One Tax Consulting Inc,.**

**Assistant Manager - Digital Marketing**

**(12th Dec 2013 – August 25th 2017)**

**AO Tax:**

* Worked as an Assistant Manager-Digital Marketing for Advantage One Tax Consulting Inc.
* Effectively interact with Managers and business heads of different backgrounds culture and personalities.
* Hands on experience in handling Digital Marketing Projects.
* Good experience in management skills and Business development.
* Extensively involved in client projects and requirements.
* Assist in effective and efficient cross-functional interaction within the agency to deliver client success
* Prioritize and manage clients’ expectations
* Have a full understanding of clients’ needs and business objectives
* Develop relationships with key influencers within clients’ companies.
* Assist in the planning and oversight of Digital Campaigns
* Have a strong understanding of SEO, PPC, SEM, Video, Social etc.
* Participate in client meetings, presentations and communications
* Analyse campaign results and carrying out optimisation if needed
* Compile reports as required

**GENPACT**

**Process Associate**

**(June 2012 – Dec 2012)**

Worked in Genpact as a "Process Associate" for google Ad words. Work involved was building Ad campaigns as per the requirement given by the clients.

**Current visa status:**

Visit Visa (1 Month)