

**AREAS OF EXPERTISE**

***Search Engine Marketing (SEM)&Search Engine Optimization (SEO)***

***Social Media & Email Marketing***

***Campaign Management***

***Customer Acquisition***

**CAREER STATEMENT**

***“An outstanding individual who is passionate about web technologies and the search industry***

***Secondly meet aggressive deadlines. In addition to this extensive knowledge of the digital industry along with its trends and technologies***

***As a true all-rounder, extensive experience of content strategy, editorial flow, paid Search advertising, SEO, copywriting, client satisfaction and working with a diverse team of expert in-house writers. At the moment looking for a position where I can further enhance an existing strong digital production and advertising team.”***

**HEMANTH**

[**Hemanth.371055@2freemail.com**](mailto:Hemanth.371055@2freemail.com)

**Digital Marketing Strategist**

**PERSONAL SUMMARY**

* **Solutions-focused, meticulous and result-oriented professional with over 5 years of a successful career with diverse roles distinguished by commended performance and proven results**
* **Currently associated with Rajitha Group Pvt. Ltd. as Assistant Manager, Marketing Division and involved in all activities related to Digital Marketing, Campaign Management, Brand Management and Channel Management**
* **Proven track record of excellence with sound exposure to Google Analytics**
* **An out-of-the-box thinker with a flair for identifying & adopting emerging trends & addressing industry requirements to achieve organizational objectives and profitability norms.**
* **Excellent interpersonal, communication and organizational skills with proven abilities in team management and planning**

**CAREER HISTORY**

***SRI RAJITHA GROUP-INDIA [Oct2011-present]***

**Key Result Areas:**

* **Managing seasonal digital marketing brand campaigns including creative development, website refreshes and micro site development, newsletter marketing and all agency deliverables**
* **Creating engaging social media strategies and execution plans that cultivated audiences, increased web presence and enhanced brand awareness**
* **Monitoring the success of Social Media Campaigns through media analytics, KPIs, and dashboards**
* **Assisting the company’s business development team in developing proposals within the digital marketing segment**
* **Evaluating the effectiveness of marketing programs, provided market analysis and insights to senior management**
* **Coordinated with Marketing and Sales teams as well as key agency media partners to gather information**
* **towards analyzing efficacy and Return on Investment (ROI) of all brand management events**

***IT SKILLS***

***MS-Office Suit***

***Google Analytics***

***Google Adwords***

***Internet Applications***

***Website Management***

***LANGUAGES KNOWN***

***English***

***Hindi***

***Urdu***

**PERSONAL DETAILS:**

* **Handling day-to-day Search Engine Marketing (SEM) activities including campaign planning, implementation, budget management, performance review, and optimization of paid search campaigns**
* **Reporting of campaigns with in-depth analysis on performance of keywords, ad copies, bounce rates, etc.**
* **Formulating digital strategy for delivering best ROI for campaigns on various result oriented matrices of cost per click**
* **Assisting the Senior Brand Manager in the development of short and long-term strategic plans including annual business plans, media, promotion and innovation pipeline strategy with P&L and budget responsibility**

**Highlights:**

* **Increased organic page views (30%) with reduction of bounce rates (-5 PP) on websites through site-content management & SEM analysis**
* **Initiated digital initiatives which led to three times increase in website visits and improved campaign click through rates (0.65% Vs 0.4% Average)**
* **Implemented Dealer Management System (DMS) to standardize Customer Relationship Management (CRM) and improve dealer productivity leading to increased retail**

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| **ACADEMIC QUALIFICATIONS** |  |

* **MBA with specialization in Sales & Marketing from Rai Business School Bangalore. With an aggregate 61% [Madurai Kama raj University] 2007-09.**
* **Bachelor of Degree in Bsc-Computers. With an aggregate 62% [SV University] 2003-06.**

* ***Nationality :* Indian**
* ***Visa Status :* Visit**
* ***Marital Status : Married***
* ***Present Address : Dubai, UAE.***