

KIRUTHIGA G

DIGITAL MARKETING EXECUTIVE

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SUMMARY

As a results-driven digital marketing professional, I have experience in social media, content creation, Campaign Management, and SEO. I excel at analyzing data to optimize strategies, boost conversions, and enhance brand visibility. I communicate effectively and collaborate with teams to implement innovative marketing solutions.

EXPERIENCE

MEQUALS DIGITAL - COIMBATORE 10 / 2021 - Present

Digital Marketing Executive

- Planning and executing all web, Social media, SEO/SEM, Google Business Profile, Marketing Database, email, and display advertising campaigns.
- Designing, building, and maintaining our social media presence.
- Measure and report the performance of all digital marketing campaigns, and assess against goals (ROI and KPIs)
- Identifying trends and insights, and optimizing spend and performance based on the insights.
- Planning, executing, and measuring experiments and conversion tests.
- Collaborating with internal teams to create landing pages and optimize user experience.
- Utilizing strong analytical ability to evaluate end-to-end customer experience across multiple channels.
- Evaluating emerging technologies.
- Providing thought leadership and perspective for adoption where appropriate.
- Create and modify the appearance and setting of sites.
- Test websites to see if any parts are difficult to use.
- Meet with designers to agree on the site's design

FREELANCER - COIMBATORE 05 / 2017 - 09 / 2019

Digital Marketing and SEO

- Updating e-commerce sites' products price and stock lists based on comparing competitor websites.
- Updating the existing database using SharePoint.
- Creating web traffic by increasing keyword rankings in search engines.
- On-site and off-site SEO organic keyword research, competitor analysis, and optimization. · Increased brand awareness.
- Regularly monitoring the web performance using web analytics tools.
- Managing Facebook Ad Campaign.
- Revamp the website appearance and output.
- Provided weekly, and monthly web analytics reports using client's web analytics tools such as Google Analytics.
- Content Migration in Customized CMS.
- Managing Twitter, LinkedIn, and other social media handles.
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- Utilization of Google Earth combined with the www.draftlogic.com tool to find the surface area of any premises.
- Lead generation through Paid Influencer DB account.
- Managing Facebook Ad Campaign.

Jr. Data Analyst

- Teamwork and Collaboration.
- Managing and updating subdomains using backend details.
- Maintains and Updates all Data Archives.
- Managing Master Data, including Creation, Updates, and Deletion.
- Processing confidential data and information according to guidelines.
- Lead generation through a Paid Salesforce account.
- Collects, Cleans, Transforms, and Validates data as a process for arriving at conclusion.

SKILLS & PROFICIENCIES

- SMO & SMM
- SEO & SEM
- Keyword Research & Optimization
- Meta Ads
- Budget Planning
- Google Workspace
- Content Creation
- PPC
- Strategy Planning
- Script Writing
- Voice Over
- Team Management

TOOLS & SOFTWARE

- Meta Business Manager
- Canva
- Inshot, Easycut, Filmora
- Google Business Profile
- GMB Everywhere
- Google Ads
- Google Analytics
- Google Console
- Keyword Planner
- UberSuggest
- Answer the Public
- Keywords Everywhere
- SEMrush, Moz, Ahref
- Chat GPT & AI Tools
- C- Panel
- WordPress
- Mailchimp

KEY ACHIEVEMENTS

Social Media Growth

Increased social media traffic and engagement by 120% within 6 months using strategic content plans.

Traffic Increase

Boosted website traffic by 20% to increase sales.

EDUCATION

Bachelor of Computer Science

PSNA COLLEGE OF ENGINEERING & TECHNOLOGY
(2010 - 2013) (84%), DINDIGUL

Diploma in Computer Science

RMPTC COLLEGE
(2007 - 2010) (90.71%), PALAPPAMPATTI