**KAVERI JAIN**

PHOTO

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**Profile Summary**

A highly motivated and certified digital marketer with strong SEO and SEM skills with more than 2 years of experience in digital marketing and business development.

**Professional Experience**

Working as a **Digital Marketing Executive** at **Platinus Tech Solutions**, Hyderabad effective **21 Aug 2020**.

**Major Job Responsibilities:**

* Responsible for managing all SEO activities, both on and off page SEO strategies to increase rankings in all key search engines.
* Create original and powerful content for blogs and websites.
* Planning and implementation of Google Adwords and Facebook advertising campaigns.
* Manage campaign expenses, adhere to budget and estimation of monthly costs.
* Working with internal team to create and optimize landing pages for higher conversion rates.
* Drive brand online presence and sales through various marketing campaigns.

**Educational Background**

* BBM (Bachelors of Business Management) from Vivekananda Degree College in 2020 with GPA 8.2
* Intermediate (M.P.C) from Sri Chaitanya Jr College in 2017 with GPA 8.5
* 10th Class from Brilliant Grammar High School in 2015 with GPA 8.2

**Skills**

1. Ability to do SEO on-page optimization with keyword search, meta tags, title tags, and internal page linking.
2. Link building through guest posts.
3. Landing page optimization to improve the conversion rate.
4. Proficient with WordPress to build and manage websites.
5. Ability to write content optimized for search engine optimization.
6. Capability to implement Google and Facebook advertising campaigns.
7. Thorough understanding of Google Analytics to analyze trends and patterns in website visitor behaviour.
8. Can handle social media channels such as Facebook, Instagram, and LinkedIn for brand promotion.
9. Strong verbal and written communication skills.

**Personal Details**

Date of Birth : 07 July 2001

Gender : Female

Father’s Name : Vivek Jain

Nationality : Indian

Marital Status : Unmarried

Hobbies : Reading books & Playing Chess

Languages Known : English, Hindi & Telugu

**Declaration:**

I hereby declare that all the above furnished details are true to the best of my knowledge and belief.

Place:

Date: Signature