**Ravikanth Nayyar**

Photo

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**Profile Summary**

A highly motivated and target-driven digital marketing specialist with more than 3 years of proven track record of successful marketing campaigns and brand awareness through Google AdWords and Facebook.

**Work Experience**

Worked as a Digital Marketing Executive in **K17 Tech Pvt Ltd, Chennai** from **02 January 2019** to **31 January 21**.

Key Responsibilities:

* Responsible for SEO activities such as key word search, content creation, and link building.
* Analyse visitor behaviour using web analytics tools such as Google Analytics and Web Trends.
* Creating newsletters and promotional emails.
* Collaborate with web designers to enhance the user experience.
* Search Engine Marketing (SEM) and Social Media Marketing (SMM) to drive Traffic to create brand awareness and conversion rates.

currently working as a digital marketing team lead in **Banix Tech Solutions, Hyderabad** since **01 February 2021**.

Key Responsibilities:

* Responsible for driving traffic to the site, meeting ROI targets, and planning a variety of digital marketing campaigns.
* Measure and report on the performance of all digital marketing campaigns.
* Responsible for key marketing functions such as content creation, SEO, SEM, copywriting, social media optimization, etc.
* Coordinating with web developers to improve user experience and optimize landing pages.
* Establish targets to improve brand awareness and customer engagement.
* Plan and execute timely website audits for SEO.
* Build email marketing campaigns to drive sales and increase customer engagement.

**Educational Background**

* MBA Marketing from Presidency College in 2018 with GPA 8.2
* B. Com Computers from Guru Nanak College in 2016 with GPA 8.1
* Intermediate C.E.C from St Johns Educational Trust in 2013 with GPA 8.5
* 10th Class from Vidyamandir Sr Secondary School in 2011with GPA 8.7

**Skills**

1. Data analytics to gather and process a wide range of information and plan marketing campaigns accordingly.
2. CRM (Customer Relationship Management) skills to optimize the customer experience.
3. Ability to produce high-quality and SEO-friendly content.
4. Knowledge of SEM and SMM to reach the target audience.
5. Ability to plan and execute SEO, SEM, SMM, and email marketing campaigns.
6. Able to create engaging text, video, and image content for social media platforms using Adobe Photoshop, Illustrator, and After Effects.
7. Strong verbal and written communication skills.

**Personal Details**

Date of Birth : 11 Apr 1997

Gender : Male

Father’s Name : Krishna Murthy

Nationality : Indian

Marital Status : Married

Hobbies : Reading books & Playing Cricket

Languages Known : English, Hindi & Tamil

**Declaration:** I hereby declare that all the aforementioned information is true to the best of my knowledge and faith.

Place:

Date: Signature