

KARTHIKEYAN A

Digital Marketing Executive | Jr. Front-End Developer

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SUMMARY

I am a passionate Digital Marketing Executive with extensive experience in SEO, SEM, and Front-End Development. Over the years, I've led various successful campaigns that resulted in significant organic traffic growth and improved ad performance. I excel at devising effective marketing strategies, optimizing web performance, and training future digital marketers. My technical know-how and creativity drive me to excel in every project.

EXPERIENCE

DME & Jr. Front-End Dev

RVS Educational Trust

07/2023 | Coimbatore

Educational Trust implementing modern teaching methods.

- Led SEO strategies to improve website visibility, increasing organic traffic by 35%.
- Managed SEM campaigns & Meta Ads, optimizing ad performance to reduce CPC by 15%.
- Well maintained and optimized websites Page load speed, and UI & User Experience for multiple domains.
- Devised and executed social media marketing strategies, growing engagement by 38% across major platforms.

Digital Marketing Executive

3 Monks

05/2023 - 07/2023 | Coimbatore

Digital marketing agency focusing on brand growth.

- Led SEO strategies to improve website visibility, increasing organic traffic by 12%.
- Managed SEM campaigns & Meta Ads, optimizing ad performance to reduce CPC by 15%.

SEO Analyst & Trainee

ORB25

07/2022 - 02/2023 | Coimbatore

Digital marketing firm specializing in SEO and content optimization.

- Completed a 2-month internship, after which promotion to SEO Analyst was based on performance.
- Trained 20 digital marketing students on SEO best practices, SEM strategies, and content optimization techniques.

EDUCATION

MBA in Digital Marketing & Applied Finance

RVS CAS

08/2021 - 06/2023 | Sulur

BSc Information Technology

RVS CAS

06/2018 - 05/2021 | Sulur

CERTIFICATES

Social Media, Search Engine Marketing - Simulation

STUKENT

Full Stack Development - HTML, CSS, JavaScript & Node JS

UDEMY

UI & UX | Email Marketing | Blogging

GREAT LEARNING

KEY ACHIEVEMENTS



Organic Traffic Growth

Boosted organic traffic by 35% through strategic SEO implementations and website optimizations.



SEM Campaign Success

Led a team to reduce average CPC by 15%, improving SEM campaign efficiency and cost-effectiveness.



Social Media Engagement

Executed social media strategies, increasing engagement on platforms by 38% within six months.



Marketing Training

Trained 20 students in digital marketing, elevating their skills in SEO and SEM strategies.

LANGUAGES

Tamil

Proficient



English

Proficient



SKILLS

Content Creation

CPC

CSS

Email Marketing

Front-end

google ads

Google Analytics

HTML

html 5

Java

java script

Mailchimp

off-page seo

PPC

Search Console

SEM

SEM Rush

SEO

SMM

social media marketing

Technical SEO

Ubersuggests

UI/UX

Video Editing

YouTube Ads

PROJECTS

RVS CAS | RVS CAS MBA | AVCC | RVS CPT | RVS Nursing

07/2022 - 01/1970

SEO and Digital Marketing for multiple web projects.

- Led off-page SEO strategies, resulting in over 30 keywords ranking between 3 20th positions on Google SERP.
- SEO optimization and technical enhancements to improve website performance.
- Ensured responsive design UI/UX and improved page load performance.
- Developed and executed Google Ads and Meta Ads campaigns.
- Created and optimized content, including social media reels, contributing to higher engagement and improved search rankings.