**RAVI**

**Digital Marketing Executive**

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# PERSONAL

SUMMARY

I always challenge convention and go out of my way to make the impossible possible for my customers every day. I am an expert at ensuring the right

# PROFESSIONAL SKILLS

Good communication and networking skills. Successful working in a team environment, as well as independently.

The ability to work under pressure and multi-task.

The ability to follow instructions and deliver quality results.

platforms are used to deliver

the right messages to the right

# WORK EXPERIENCE

audiences at the right time. During my career I have managed customer acquisition across all digital channels.

In addition to this I have proven commercial acumen as well as practical experience of planning and implementing marketing campaigns. On a personal level, I am passionate about the role that digital and social channels can play in helping companies to succeed.

# EDUCATION

Masters in Computer Applications - Osmania University

Bachelors in Computer Applications - Osmania University

## SAINCE HEALTH TECH PVT LTD - HYDERABAD DIGITAL MARKETING EXECUTIVE

SEP 2017

Lead digital marketing for company's B2B business and B2C software solutions.

Creating optimized online advertisements through Google Ads, Facebook Ads etc. to increase company and brand awareness.

Continuous review and active management of the website and social media accounts.

Measure and report performance of all digital marketing campaigns and assess against goals.

Provide creative ideas for content marketing & update website. And collaborate with designer to improve user experience.

## ADI WEBTECH SOLUTIONS PVT LTD - HYDERABAD DIGITAL MARKETING SPECIALIST

FEB 2013 - AUG 2017

Assist in the formulation of strategies to build a lasting digital connections with consumers.

Brain storming for the campaigns.

Actively involving in SEO efforts.

. Monitoring and Optimzing ongoing marketing campaigns.

Planning and monitoring the ongoing company presence on social media.

# AREAS OF

EXPERTIS

Email campaigns

Customer acquisition

Sales funnel management

B2C, B2B marketing strategies

Client management.

# PERSONAL SKILLS

Ambitious

Forward thinking

Loyal

Hard working

# CONTACT

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# DUTIES

Developing and implementing digital customer acquisition campaigns.

Ensuring that every campaign is communicated and understood by staff and across the business.

Establishing and growing various marketing channels.

Managing budgets to ensure the best use of finances and resources.

Managing the agencies relationships to ensure the company is getting the best value from its partners.

# KEY SKILLS AND COMPETENCIES

Not afraid of responsibility and will always be at the heart of the decision making processes.

Managing SEO activity, PPC.

Ability to quickly and efficiently solve problems.

Experience in the manipulation, analysis and use of customer data.

Integrating marketing campaigns.

Optimizing landing pages, websites and page content.

Experience of working with Google Ads, Webmaster Tools, Google Analytics, Facebook, Twitter, LinkedIn and Instagram.

Experience of working with SEMrush, AHREF, and Spyfu.

Experience of working with Bulk sms Gateway, Urban Airship (Customer engagement platform), AppSee ( Mobile Analytics Platform).

Preparing online News-letters, Promotional emails and organizing their distribution through various channels.

Experience of working with email marketing tools such as Mailjet, Constant Contact and Mailchimp.

Acquire insight in online marketing trends and keep strategies up-to-date.

Ability to manage multiple projects in parallel. Consistent in your views and decisions.