# B. Anudeep

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| PROFESSIONAL PROFILE |

* Digital Marketing & SMO Specialist with 10 years’ experience driving organic search engine results.
* Social Media: Extensive background into Social Media and its use in Online Marketing.
* Blogs: Deep knowledge of search marketing uses of Blogs. Strategy for the creation of blogs as well as implementation and launch.
* Web Analytics: Extensive knowledge of web traffic analytical software such as Google Analytics. Thorough understanding of analyzing data reports for SEO, PPC, etc.
* Hands-on Effective Keyword research and improving Low competition and high-quality KW’s, Meta Tags Creation, Heading Tags in addition to advance SEO, SMO and SEM Skills
* Expertise in generating quality traffic to the website to ensure good conversion rates
* Experienced on getting the company position for all relevant search results across paid and organic channels (not limited to Google)
* Shown interests on Daily activities including Directory & Articles submission, Social book marking, Forum posting, Blog commenting.
* Report effectiveness of all digital activity including web analytics, conversions etc for each campaign
* Experienced in Local SEO and increase SERP (search engine ranking position) for local business owners
* Experienced in Social Advertising and Google AdWords, Google Display Network

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| Strengths & Capabilities |

Pay Per Click:

* Set up and manage PPC (pay-per-click) strategy on Google Ad words
* Create, maintain and optimize paid search campaigns across all major engines on a daily basis
* Planned strategy for online marketing campaigns, including keyword research, creating ad copy, landing page optimization, competitive analysis, and all other aspects of PPC campaign management
* Regularly research, optimize and expand keyword list.
* Highly optimized ad groups, ads and keywords
* Conversion tracking to see what exactly is working for company and constant adjustment of bids and search terms

Social Media Optimization:

* Managing presence in social networking sites including Facebook, Twitter, and other similar community sites, posting on relevant blogs.
* Implementing Social Media Strategy, developing brand awareness, generating inbound traffic.
* Creating Facebook Fan Pages and promoting.
* Integrating Facebook with Twitter, Twitter to LinkedIn.
* Participating blog communities, carnivals and guest posting.
* Participating in the related forums discussion.
* Online Reputation Management

Additional Knowledge:

* Basic knowledge of editing the website through Wordpress
* Hands on experience of Adobe Photoshop, Adobe Illustrator
* VideoPad (video editor)

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| Educational Background |
| **Year** | Institution | Program | **Grade/Percentage** |
| 2011 - 2013 |  Manav Bharti University  | B.C.A | 61% |
| 2004 - 2006 |  Reva Institute for PU Studies, Bangalore | II P.U.C ( PCMB ) | 56.3 % |
| 2004 |  Navodaya Vidyanikethan R.T Nagar, Bangalore | S.S.L.C | 60 % |

**Experience**

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| **Company** |  **Incite Digital** |
| **Designation** | **Team Lead, Digital Marketing** |
| **Duration** | **July-2010 - July 2014** |

* Strategic plans for Marketing
* Advertising Plans to promote Products and Service
* Social Media Content Plan
* Lead Capturing and Lead Nurturing
* Strategic Analysis
* Monthly Analysis
* Yearly Analysis
* Helping team to improvise in analyzing the data to improve the customer engagement

**Clients Handled**

* Vision Express
* Management Health Solutions (US)
* Glass is Green
* Saint-Gobain Transparence
* Inquirly
* Cisco India
* Volvo Sustainable Mobility Awards

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| **Company** |  **White Orange Works** |
| **Designation** |  **Digital Marketing Strategist** |
| **Duration** | **July-2014 - October 2014**  |

* Create and execute Digital Strategy plan
* Created, executed and monitored ads on different social media platforms. (Google, Facebook).
* Handling analytics for different business.
* Executed on and off page SEO for clients.
* Monitoring social media activity of client and competitors.

**Clients Handled**

* NU Hospitals
* Silent Shores Resort and Spa
* Bhima Brother Jewelers
* White Orange Works
* Trinklets

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| **Company** |  **Inquirly Technologies Private Limited** |
| **Designation** |  **Digital Marketing** |
| **Duration** | **November-2014 - January 2015**  |

* Create and execute Digital Strategy plan
* Created, executed and monitored ads on different social media platforms. (Google, Facebook).
* Executed on and off page SEO for clients.
* Monitoring social media activity of client and competitors.

**Clients Handled**

* Cameo Men's wear
* Inquirly

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| **Company** |  **Incite Digital** |
| **Designation** | **Marketing Strategist** |
| **Duration** | **January 2015 - October 2018** |

* Strategic plans for Marketing
* Advertising Plans to promote Products and Service
* Social Media Content Plan
* Lead Capturing and Lead Nurturing
* Strategic Analysis
* Monthly Analysis
* Yearly Analysis
* Helping team to improvise in analyzing the data to improve the customer engagement

**Clients Handled**

* Mazumdar Shaw Medical Foundation
* Pescafresh
* Box My Space
* Incite
* Talkative Parents
* Chocolate Philosophy
* Volvo CE
* Volvo Buses (MEAC)
* Vishwa Vidyapeeth
* Greeley
* Reshma Mudraikkal
* Polycom
* Jasleen Royal (Music Event)
* FTI Meters
* Embee
* Cashless Catalyst

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| **Company** |  **EC-Council** |
| **Designation** | **Brand Manager** |
| **Duration** | **January 2019 - January 2020** |

* Preparing and implementing marketing strategy
* Planning Marketing activities
* Creating a marketing budget and implementing strategic ideas to create awareness and branding
* Assisting in market research to support and define brand and marketing strategy
* Working with print/ digital media
* Working closely with the product team to plan product launchers in the market
* Increasing Brand presence on Social Media
* ORM Implementation through using tools like Mention and Hootsuite for constant monitoring of Negative conversations and participating in the discussions to create positive atmosphere for the brand

## Personal Profile

**Date Of Birth** : 26-Oct-1988

**Fathers Name** : B. Chandra babu

**Martial status** : Married

**Gender** : Male

**Nationality** : Indian.

**Languages known** : English, Telugu, Kannada, Hindi.

**Hobbies** : Listening to Music and Racing.

I hereby declare that above mentioned details are correct & true to best of my knowledge & I bear

the responsibility for the correctness of the above-mentioned.

 **(B. Anudeep)**

**Place: Bengaluru**