**Sarath Chandra Vattikuti**

**Digital Marketing Specialist** : +91-7760666976

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**Career Objective**

An independent, self-motivated Post Graduate with **5 years of experience in Digital Marketing Operations & Business Analysis**. Seeking a challenging roles & responsibilities that enable me to make immense contribution in organizational goals & facilitate me to be prepared for greater heights through constant self-development in professional career.

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| **Certifications**  Google Ads Certified  Google Analytics  MS-Excel Advanced  Udemy Tableau 2020  DV 360 |

**Core Competencies**

# Google Analytics, Adobe Analytics, Google Data Studio, Media Planning

# Google Ads, SEO, Facebook Business Manager, LinkedIn Campaigns

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# IT-Skills - HTML, CSS, SQL

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# Tools - MS Power BI, Tableau Visualization

# CMS - Word press, Magento

# SEO/SEM Tools - Webmaster tools, SEM rush, WooRank, Ahrefs

**Editing Tools** -Adobe Photoshopcs7, Video Premier Pro cc, Canva Editor

# Professional Experience

**Cognizant Technology Solutions Senior Process Executive – Digital Operations (Feb 2017 – Present)**

**Product: Google Ads**

* Managing Internet pay-per-click advertising campaigns for Google Ads (Search and Display)
* Optimizing different **PPC campaigns**, analyze rankings, bid and budget to determine bid adjustment for each keyword based on website and mobile app
* Implementing appropriate strategies for the websites, m-sites, ecommerce and landing pages. Develop and maintain online marketing campaign strategies roadmap on keyword creation, content creation, Ads copy creative, linking and distribution
* Providing optimization for landing pages including; structures, titles, h tags, content and other factors
* Managing **Display Network placements on Google Ads** and other contextual advertising platforms
* Monitoring analytics dashboards, social insight & CRM reports weekly and monthly performance and provide actionable insights to management

**Product**: **Google for jobs**

* Conducting an effective marketing analysis to identify companies who are providing jobs in website
* Generation of a robust database with the desired set of audiences with organic search results
* Monitor key metrics such as **CTR**, Revenue per impression, Revenue per user, Search keywords, and sales funnels
* Researching the websites by using Google web platform tool for finding the job pages that were able to tag for Search Ads
* Researching on Job title keywords to link with exact description where user searching on Google
* Finding various TPA job posting site links to advertise the jobs on search platform
* Creating dashboards by using **tableau visualization tool** and presenting to clients regarding the performance of keywords in search query based on the geographical locations

**Quess Corp Limited** **Business** **Operations Supervisor (June 2015 to Aug 2016)**

* Implementing **Kaizen** and **TQM** principles for improving and maintaining the level of delivery performance, through process training improvements as per the SOP
* Analyzing data reports to identify performance of bottlenecks and improved the Delivery performance
* Using COMP(Carrier Operations Management Platform) tool and **MS Excel** for Generating data reports and analyzing the performance of day to day Warehouse operations
* Working closely with **TOC and Customer Service Teams** for solving the Customer Escalations
* Working on HR Allsec tool for updating the salaries of associates sending the reports to HRBP for salary processing
* Conducting new employee orientation programs and Providing assistance to associates in administering employee benefit programs
* Managing Escalations received from inbound and outbound Operations team

**RentOnGo.com Management Trainee – Marketing & Sales (April 2014 - April 2015)**

* Handling **Online and Traditional Advertising**, **Sales** for Rentongo.com in Bangalore and Hyderabad Locations
* Creating the brand awareness and promoting ads using multiple networking channels
* On-boarding and Increased the percentage of Vendors to continue with listing on Rentongo.com
* Managing escalations and interacting with Vendors for resolving issues for multiple cities
* Creating and Maintaining the catalogue for **17 categories** of products
* Handling entire back end operations from sellers to customers B2B, B2C and C2C
* Responsible for **Video promotions, website management**, SEO, social media campaign strategy planning & implementation to report the data to vendors

**Summer Internship**

**ODigMa solutions private ltd**  **Digital Marketing Intern (April 2013 – October 2013)**

* Improving **SEO strategies** and online presence for the Mobile and Clothing products
* Pitching to clients for managing their companies through social media marketing
* Marketing strategies for B2B and B2C companies through Segmentation, Targeting, Positioning
* Created 6000+ backlinks for 5 clients (Trendin, Chumbak, Mobile Store, Kasmanda ,Linoperros)
* **Off page optimization** (Social Bookmarking, Directory submissions, Articles Submission, Classified Ads, Blog Commenting and Guest Posting)

**Academic Details**

* **PGDM** in **Marketing & Operations** from Indus Business Academy (IBA - AICTE approved) in 2014
* **B-Tech** in **Computer Science** from Jawaharlal Nehru Technological University in 2011

**Professional Achievements**

* Received Unicorn and Ace of Rookies award for the Q1 and Q3, in 2019
* Best Trainer award in process improvements through on-line and off-line
* Handled a team of 9 members ‘Operations Management’ vertical during Archish’13(National Management Fest of IBA)
* Committee Member of **Cognizant CSR Outreach** Activities since 2018