



SHANCY RAVINDRAN

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Targeting assignments in Digital Marketing/SEO with an organization of high repute in Dubai

Visa Status: Employment Canceled Visa

Availability: Immediate



PROFILE SUMMARY

- Skills in utilizing **Google Webmaster Tools, Google Analytics, Google Ad-words Keywords Tools & Google Trends** and implementing techniques like **CPC (Cost Per Click) & PTC (Pay To Click)**
- **Successfully spearheaded campaigns on social media platforms** including Facebook, Twitter, LinkedIn and Instagram
- Manage social media planning for execution of marketing strategies and community management
- **Multi-channel social media acquisition strategies** launched , including content partnerships, content direction, social distribution and demand-driven messaging
- **Administered company's multiple brand channels** on YouTube and other social media platforms and day-to-day activities including video, optimization, promotions
- **Drove new acquisition** by using digital channels - **FB, Instagram, LinkedIn, Snapchat, Reddit, etc**
- Provided strategic direction to online / digital marketing operations; directly managed all **web marketing efforts** and increased quality lead conversions from all sources including organic search, paid search & social media marketing
- **Led efforts towards production of relevant and creative messaging** as well as a conversion funnel to acquire qualified sales opportunities
- Proficiency in **conducting Specific SEO analysis** and recommendations provided to improve traffic through websites, while, ensuring data analysis done including Cost-Per-Click
- Delivered expected ROI on the budget spend and increased relevant traffic
- **Developed marketing growth strategies** across multiple digital channels
- Evangelized and promoted digital innovation programs - Digital evangelist shaping and 'selling' strategic programs and solutions to key stakeholders (clients or internal)



CAREER TIMELINE



CORE COMPETENCIES

- Social Media Marketing
- Return on Investment
- Social Media Campaign Management
- Social Media Optimization
- Key Metrics Analysis
- Lead Generation
- SEO
- Click Through Rate
- Ad Campaign
- Keyword Research
- Google Adwords



EDUCATION/CERTIFICATIONS

- MCA from Mahatma Gandhi University in 2007
- B.Com. from University of Calicut in 2004
- Google Analytics, Google Ads Search



OTHER COURSES

Tally ERP9, Web Design, and Microsoft Excel



CAREER HIGHLIGHTS

- Led off-page optimization & technical adaptation and ensured visitor-friendly UI of web resources
- Leveraged skills in enhancing effective internet popularity for improving websites' performance and user engagements
- Merit in devising social media profiles- Facebook, LinkedIn, and Twitter Improvised SEO (Search Engine Optimization) for web properties



IT SKILLS

- Operating Systems: Microsoft 9x, XP, 2000, Windows 7



WORK EXPERIENCE

Since Aug'22: Infosys, Bengaluru as Digital - Associate Analyst

Key Result Areas:

- Handling Social Media Paid Campaign like Facebook, LinkedIn, TikTok, Instagram, Snapchat using Mobius Tool
- Leveraging skills in increasing the social media followers for brand promotion
- Tracking record of leading efforts towards revenue gains and brand awareness through an intelligent use of the social media
- Managing all web marketing efforts and effectively increased quality lead conversions from all sources, including organic search, paid search, and social media marketing
- Utilizing Facebook ads and optimized landing pages to capture leads and converting them into sales
- Monitoring designs including Facebook Timeline cover, profile picture, thumbnails, ads, landing pages, Twitter profile, and blogs
- Monitoring industry news and trends and ensuring that information is effectively distributed amongst the team; conducting research, analysis and reporting on competitor rankings positions
- Using SEO techniques to drive targeted traffic to client's site while getting the site ranked for non-brand terms
- Planning & executing digital/ online marketing strategies across various channels like SEO, SMO, SMM and Content Marketing with a clear focus on maximizing online visibility along with increased traffic & lead conversion
- Developing business reports by using internal / external data sources; submitting detailed analysis on reports and any discovered trends on projects
- Identifying client and competitor link profiles, ripping apart websites for technical audit, researching popular keywords and spotting content gaps
- Providing support to Sales and Account Management team in overcoming customer objections
- Devising strategies to drive online traffic and deliver ROI; Planning all digital marketing strategies across channels and categories
- Optimizing the conversion funnel for specific traffic sources, campaigns, user segments
- Performing cutting edge SEO operations both on-page & off-page with an aim to increase website's ranking in the most important search engines and implementing online marketing strategies
- Liaising with building team / SEO Managers to ensure campaign deliverables within project constraints; tracking key SEO metrics, distributed reports, dashboards and event based alerts
- Steering efforts towards SEO activities by providing technical recommendation on enhancing the performance by administering key
- Ensuring reporting and analysis needs related to search engine optimization effort; fostering search engine optimization tactics, ongoing evaluation of keywords, content and meta data
- Managing large scale PPC and shopping campaigns across Google and Bing including all paid search advertising campaigns
- Optimizing all PPC activity, including bid management, copywriting and competitor benchmarking

Dec'14-Jul'22: Facts Computer Software House, LLC, Dubai as Sr. SEO+ Social Media Marketing (Specialist)

Sept'13-Mar'15: RUB THE WEB, Cochin as SEO Analyst

Apr'10-Mar'12: HMGIT Solutions Pvt. Ltd., Cochin as SEO Specialist

Oct'09-Apr'10: RUB THE WEB, Cochin as SEO Executive
