



SHASHANK VASAN

DIGITAL MARKETING MANAGER

ABOUT

I am an experienced Digital Marketing manager seeking a full-time position in the field of Digital Marketing, branding, public relations, and events, where I can apply my knowledge and skills for continuous improvement. I have a total of over 7 years of experience in the SEO/SMO/SEM/PPC - Online Marketing Industry.

PROFESSIONAL SKILLS

SEO and Google Analytics
Social media strategy
Marketing
Web content
development Copywriting
Corporate blogging
Project management
Market research

PERSONAL SKILLS

Creative spirit
Reliable and
professional Organized
Time management
Team player
Fast learner
Motivated

CONTACT

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SOCIAL

insta@shashankvasan
fb@shashank vasan
link@Shashank vasan

INTERNET MARKETING EXPERIENCE:

- Internet Marketing Strategy: Ability to drive SEO and SMO
- Social Media Strategy: Ability to understand and execute SMO strategy, blog outreach, etc.
- Web Analytics: Ability to analyze and understand site performance based on data and uses the data effectively.
- Expertise in harnessing online media platform to transform business results and applying insight to ideas which deliver results.
- Intense Keyword Research from various tools like Word Tracker, Google Adwords, keyword tool, Keyword discovery, etc.
- Content Optimization (Tags Optimization, Keyword density, Keyword Prominence, Keyword Proximity)
- Meta Tag Generation to make webpage spider friendly and rank webpages in Search engines on key terms.
- Website Architecture - proper site navigation for better crawling purposes.
- Reporting (Baseline Report, Website Audit Report, Competitive Analysis, Linking Performance Report)

RESPONSIBILITIES:

- Managing multiple activities of websites individually and responsible for Increasing traffic to the website through Search Engine Optimization (SEO), Social Media Optimization (SMO), and getting a higher rank on major search engines.
- Web Marketing using various ethical On-Page, Off-Page processes like Keyword Research, Meta Tag Analysis, XML Sitemap Creation & Submission, Robots.txt creation, Competitor Analysis, Directory/Article/Classifieds Submission, Social Media optimization, Bookmarking, Blogging, Forum Discussions, etc.
- Traffic Analysis, Visitor Tracking, preparing reports for assigned websites using Web-Trends and Google Analytics.
- Utilizing various methods of Social Media Activities to improve the traffic of the websites and tracking the performance on regular basis.
- Generate coupon codes & coordinate coupon partners.
- Managing PPC multiple activities Search network, Display network, Remarketing Campaign, GSP (Gmail Sponsored Promotions) of websites.
- Corporate tie-up deals & offers a corporate firm.
- Good experience in SMS Marketing and Email Marketing.

CERTIFICATIONS

Certification of Google Analytics
Certification of Google Adword
(AdWords Measurement, Search Advertising, Display Advertising, Shopping Advertising, App Advertising, video advertising)

EDUCATION

SVKM'S NMIMS
MBA

Pursuing
Major in MARKETING MANAGEMENT

Delhi School of Internet Marketing
DIGITAL MARKETING

2020
Major in Online MARKETING

Shobhit University
B.com

2011-2014
Major in business and Accounting

AWARDS

Most Outstanding Creative Ideas
Digital Mazic | Dec 2018

WORK EXPERIENCE

Digital marketing Manager

Digital mazic pvt ltd | Feb 2023 - Till Now

- Implemented consumer research and market trends into actionable insights for communication strategies.
- Created full 360-go-to market plans, content roadmaps and oversaw the creation of the tools for all apparel.
- Oversaw content creation (shoots, interviews, video, etc.) for seasonal initiatives and product drops across to be used on all channels including Social media.
- Worked with the Seniors for Strategy to shape the messaging and strategy of the business unit.
- Strategic preparation for Social Media Channels
- Preparation and Implementation of PPC (Pay per Click) campaigns at Google Adwords, Facebook,

Asst. MANAGER DIGITAL MARKETING

Nextra Online Services pvt ltd | Dec 2021 - Jan 2023

(www.nextraone.com)

- Develop and optimize online marketing initiatives to drive customer acquisition.
- Preparing and managing monthly, quarterly and annual budgets
- Setting, monitoring and reporting on team goals.
- Design branding, positioning and pricing strategies.
- Strategic preparation for Social Media Channels
- Preparation and Implementation of PPC (Pay per Click) campaigns at Google Adwords and Facebook
- Coordinate sales efforts to boost brand awareness
- Bringing a fresh and live face to the content and graphic departments by fulfilling their every need.
- Handling and enhancing everything about brand management.
- Created blog management to execute content marketing
- Maintaining sales pipeline, including finding sales lead opportunities
- Using Infusion soft CRM for email marketing and Lead Management Working on 3rd part tools like Leadsquared, Hoot suite, Woorank
- Making weekly and monthly reports along with benchmarks and targets

DIGITAL MARKETING MANAGER

Digital mazic pvt ltd | Feb 2016 - Dec 2021

- Develop and optimize online marketing initiatives to drive customer acquisition;
- Search engine optimization plans for both on-page and off-page tasks according to As per the updates of Google.
- Strategic preparation for Social Media Channels
- Preparation and Implementation of PPC (Pay per Click) campaigns at Google Adwords, Facebook, Linked In, Twitter and Bing.
- Developing Ecommerce strategies
- Bringing a fresh and live face to the content and graphic departments by fulfilling their every need.
- Handling and enhancing everything about brand management.
- Created blog management to execute content marketing
- Working on several processes to enhance Online Reputation(ORM) Technical issues resolving with the Web team
- Using Infusion soft CRM for email marketing and Lead Management Working on 3rd part tools like Hoot suite, Woorank, and SEO power suite to analyze and optimize things.
- Working on word press for core-level integrations
- Making weekly and monthly reports along with benchmarks and targets

DECLARATION

The information provided in this resume is correct and authentic, I will be personally responsible to face any consequences if found false.