

Sangepu Naveen Kumar
DIGITAL MARKETING MANAGER

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Career Summery

- 10 years of experience in IT Industry and having good knowledge in Project handling.
- Good knowledge in website development and maintenance.
- Hands on experience in SEO, SEM, SMO, SMM, Email Marketing, Lead generation and online reputation.
- Good experience in website design, UI optimization, creating landing pages.
- Hands on experience in email print media and digital media designs.
- Good experience in analyzing the website performance with the help of testing tools.
- Provide a solution for improving web application for better user experience.
- Good experience in Online Reputation management and client queries management.

Relevant Skills

Skills in Digital Marketing

- Website Planning and Creation
- Budgeting and Planning
- SEO & SEM
- Social Media Marketing
- Google Marketing Platform
- Email Marketing
- Lead Generation
- Data analysis & Reporting

Skills in Technical

- HTML5, CSS3
- ASP.NET
- Adobe Photoshop
- CorelDraw
- Mailchimp, SendGrid
- MS Office
- Wordpress
- CRM

Relevant Qualifications

- 6+ years of relevant experience in digital media marketing/ performance marketing for fast-moving start-ups and brands
- Experience with analytics tools such as Google Analytics, SEMRush & ahref.
- Relevant experience in managing performance campaigns, carrying out organic growth, lead generation and management, social media marketing etc.
- Strong experience in Web Analytics, A/B Testing and metrics-driven marketing
- Experience in B2B lead generation campaigns on Google, Facebook, LinkedIn, YouTube and other digital platforms.
- Experience in managing performance-based campaigns.
- Expert in paid campaigns such as Google Ads, Facebook, Instagram , Instagram & Twitter.
- Good knowledge in online marketing for e-commerce business.

Work Experience

June 2022 – **Falcon Group**

Hyderabad, India

Current

Digital Marketing Manager

Accomplishments:

- Plan and execute digital marketing campaigns
- Launch optimized online adverts through Google Adwords, Facebook etc.
- Find and target filtered audiences to get prospects.
- Analyzing and improving pricing and marketing methods.
- Monitor and analyze effectiveness of marketing content
- Develop and manage website content
- Launch optimized online adverts through Google Adwords, Facebook etc.
- Monitor and analyze effectiveness of marketing content.
- Develops digital marketing strategy by studying analytics, identifying customers and their current and future needs, and monitoring the competition.
- Designs, builds, and maintains our social media presence.
- Measures and reports performance of all digital marketing campaigns and assesses against goals (ROI and KPIs).
- Identifies trends and insights, and optimizes spend and performance based on the insights.
- Coordination with Graphic Designing Team for timely sharing of creatives with the Team.
- Completes digital marketing department operational requirements by scheduling and assigning employees and following up on work results.
- Media planning, managing and optimizing budget.
- Guiding a team in executing paid media campaigns to an industry-standard best practice across Paid Search, and guiding creative strategy
- Gather prospects data through various data

Feb - 2022 –
April 2022

NVISH TECHNOLOGIES

Hyderabad, India

Web Producer - Digital Marketing specialist

Accomplishments:

- Creating Web pages as per requirements and collaborate with designers and back-end developers to implement and improve features.
- Testing front-end code in multiple browsers to ensure cross-browser compatibility.
- Managing tickets for updates and adding new implementations.
- Website Optimization for page speed
- Managing team for quality testing and performance of the website.
- SEO Optimization for Meet SEO Standards

2017-2021

FOCUS SOFTNET PVT LTD.

Hyderabad, India

Web Designer - Digital Marketing specialist

Accomplishments:

- Collaborate with designers and back-end developers to implement and improve features
- Work on modern HTML and CSS frameworks
- Testing front-end code in multiple browsers to ensure cross-browser compatibility.
- Developed site content and graphics by coordinating with copywriters and graphic artists; designing images, icons, banners, audio enhancements, etc.
- Optimized website for maximum speed and scalability
- Regular Analysis of website performance and improve it.
- Planned site/project design by clarifying goals.
- Worked with backend engineers and QA to see projects through, from conception to completion
- Design and develop web pages as per requirements.
- Design posters for social media and website banners.
- Create HTML designs for email marketing and run email campaigns.

2015-2017	HINSHITSU MANUFACTURING PVT.LTD Web Designer & Digital Marketing Associate Accomplishments: <ul style="list-style-type: none"> ▪ Tracking conversions, sources, leads, sessions & organic traffic details ▪ Oversee SEO & site audits. ▪ Managing Social Media Accounts for branding and leads generation. ▪ Create email templates for promotional campaigns. ▪ Creating web pages, banners and online ads for Facebook and Google Ads campaigns. ▪ Regular checking of competitor's website to implement things for better performance. ▪ Look over the email marketing campaigns. ▪ Managing Paid Campaigns for google ads for products marketing. 	Hyderabad, India
2012-2015	AZ AMSTER PVT. LTD Web & Graphic Designer Accomplishments: <ul style="list-style-type: none"> ▪ Responsible in doing SEO for company website. ▪ Design and develop web pages as per requirements. ▪ Produce web and print related designs. ▪ Maintaining and posting articles in websites. ▪ Oversee all lead generation activities with team members. 	Hyderabad, India
2011-2012	IZEAL INC Web Designer Accomplishments: <ul style="list-style-type: none"> ▪ Oversee all lead generation activities with team members. ▪ Responsible in doing SEO for company website. ▪ Design and develop web pages as per requirements. ▪ Maintaining and posting articles in websites. 	Hyderabad, India

2010-2011

MYGO INFORMATICS

Hyderabad, India

Project Engineer

Accomplishments:

- Created web site templates, web applications in dot net with themes.
- Handled website models and created designs.

Education Qualification

MCA

St Martins Engineering College, Hyderabad

B.Sc

RJC Degree College, Khammam

Personal Skills

- Ability to delivering the task in an excellent way.
- Ability to learn new technologies quickly and can apply this knowledge to internet marketing
- Passion for Search and internet marketing
- Adapt as per organizational goals.
- Team management.
- Ability to handle high-volume workload.

Personal Info

Languages Known:

English, Telugu and Hindi.

Passport:

Available

Marital Status:

Married

Current Location:

Hyderabad, Telangana

I hereby declare that every minute of the document is correct and accurate to the best of my knowledge and beliefs.

S. NAVEEN KUMAR