

# DHARMABABU T

## DIGITAL MARKETING SPECIALIST



+91-8050514632



KR Puram Railway Station,  
Bengaluru,  
Karnataka, India



dharmababu072@gmail.com



LinkedIn: @dharma-babu

Business graduate knowledgeable in SEO best practices, Google Ads and Analytics, interested in a Digital Marketing and Social Media Specialist. Bringing experience building interaction among members of a large-scale online community, the ability to adapt writing styles to the audience, and collaborative skills.

### AREAS OF EXPERTISE

I've worked with various types of projects and have mastered On page & Off Page, Facebook, Twitter, LinkedIn, Photoshop, Semrush & used more than 50+ SEO Tools.

### EDUCATIONAL HISTORY

#### VESTLEY MATRIC HR. SEC. SCHOOL

SSLC - CLASS OF 2008 - 2009

#### SUDHARSAN POLYTECHNIC

DIPLOMA IN ECE - CLASS OF 2009 - 2012

#### PSNA COLLEGE, DINDIGUL

BE ECE - CLASS OF 2012- 2015

### SKILLS

- Technical SEO
- On Page SEO
- Off-Page SEO
- HTML & CSS
- WordPress, Joomla & other CMS
- Adobe Photoshop
- Facebook, Twitter, LinkedIn, etc.,
- Google Analytics & Search Console
- Google Ads, GMB
- Keyword Research
- Web Analytics
- SEMRush, SPYfu, Semalt, Ahref, etc.,
- Team & Client Relationship Management
- Project management
- Self Learning
- Multi Talented

### PROFESSIONAL HISTORY

#### SEODIGITZ TECHNOLOGIES, BENGALURU

DIGITAL MARKETING HEAD | OCT 2017 - PRESENT

- Drive and manage client relationships. Develop success plans for customers that outline their critical success factors, metrics for success, potential issues and provide recommendations.
- Closely monitor adoption rates of assigned; provide keep insight into exactly how customers are using our service, the pros and cons, and identification of areas for improvement
- Prepare project plans, monitor task completion, track deadlines and milestones
- Creates and executes project work plans and revise as appropriate to meet changing needs and requirements.
- Identifies resources needed and assigns individual responsibilities.
- Thorough Quality assurance and focusing on the details on the deliverables prepared by team before passing to client.
- Working of internet technologies (such as HTML, CSS, JavaScript, XML, CMS, web servers/technology, streaming media)
- Minimizes our exposure and risk on project.
- Handled SEO, Graphic Design, Google Ads & Lead Generation
- Social Media Promotions
- Team Management

#### ZINAVO, BENGALURU

SR. SEO ANALYST | JAN 2016 - SEP 2017

- Plan & Execute SEO Strategies
- Handled On Page & Off Page SEO