

Swetha Ravindra

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Professional Summary

Strategy and result driven Digital Marketer with 4+ years of experience. Brings in-depth knowledge on marketing and media buying processes, comprehensive market analysis and cost analysis.

Work Experience

Mplan Media | Bangalore, Karnataka

Digital Marketing Specialist | 11/2018 - Present

- Planing and designing impactful marketing strategies and the campaigns for the clients
- Handling Google Ad Words.
- Optimize parameters on a regular basis.
- Search , Display Campaigns in Google AdWords
- Facebook, LinkedIn and Twitter Advertising to generate Leads
- Social Media Marketing and Management
- Track and analyse website traffic and generate reports to measure ROI across channels
- Updating and Managing CRM Tool - Hubspot
- Collaborating with other advertising agencies and other vendor partners for inventories.
- updating campaign Management daily and reporting it to the clients.

Propkart | Bangalore, Karnataka

Business Development Executive | 01/2016 - 12/2017

- Proactively initiate and engage sales calls to new prospects.
- Closes new business deals by coordinating requirements; developing and negotiating contracts
- Locates potential business deals by contacting potential customers; discovering and exploring opportunities.
- Interface with existing strategic customers to solidify mutual expectations of performance and growth.
- Define and follow up of yearly targets and objectives.
- Determine new opportunities by analyzing business needs.
- Assists in the completion of monthly targets.
- Build referral and lead generation network.

Education

RV Institute of Managment | Bangalore, Karnataka

MBA | 05/2015

Certifications

- Google Ad Search Certification
- Google Display ad Certification
- Video Ad Certification
- Shopping Ad Certification

Skills

campaign Marketing, Google AdWords, Facebook Ads, LinkedIn ads, Search ads, Display ads, programmatic Media, Google Analytics, Google Sheets, HubSpot, Email Marketing, Media Buying

Languages

English, Kannada, Hindi, telugu, Marathi