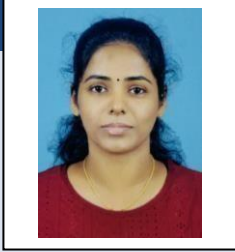


SHANCY RAVINDRAN

Excel in Digital Marketing/SEO roles with a globally recognized organization, utilizing proficiency in Google Search Console, Adobe Analytics (WEB+App), Google Analytics4, GA Debugger, Google AdWords, and other digital marketing strategies to achieve significant outcomes.

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PROFILE SUMMARY

- Offering **over a decade** of extensive experience in **Digital Marketing, Social Media Marketing and SEO**, with expertise in overseeing social media campaigns, community management, and multi-channel social media acquisition strategies, while **implementing advanced techniques like CPC and PPC**.
- Proficient in leveraging **Google Search Console, Google Analytics, and Google AdWords** to drive impactful results, with a deep understanding of **CPC (Cost Per Click) & PPC (Pay Per Click) techniques**, ensuring effective management of digital marketing campaigns.
- Proficient with the **media management procedures & principles** adopted by clients; explaining to clients how specific types of advertising will help promote the products or services in the most effective way possible.
- Skilled in exploring potential business avenues; managing **marketing operations, Ad sales operations, media planning** activities while focusing on enhancing the organization's reach.
- Achieved an **increase in digital marketing opportunities** by strategizing and executing plans to increase social media followers for **brand promotion**, resulting in enhanced brand awareness and revenue gains.
- Experience in orchestrating **social media paid campaigns on various platforms**, including **Facebook, LinkedIn, Instagram, and Snapchat**, and effectively managing web marketing efforts to increase quality lead conversions from **organic search, paid search, and social media marketing** in the role at Infosys, Bengaluru.



CORE COMPETENCIES



Brand Management
Content Strategy
Digital Innovation
Online Visibility
Lead Conversion
Revenue Generation
Social Media Optimization
Marketing Growth Strategies
Digital Evangelism
Strategic Program Development



SOFT SKILLS



EDUCATION

- MCA from Mahatma Gandhi University, 2007
- B.Com. from University of Calicut, 2004



PERSONAL DETAILS

Date of Birth: 7th April 1983

Address: Dubai, UAE

Languages Known: English and Malayalam



CAREER TIMELINE (Recent 5)



2024 with Magnum Security

2023 -2024 with Mr. Alfred, Dubai

2022-2023 with Infosys, Bengaluru

2014-2022 with Facts Computer Software House, LLC, Dubai

2013-2015 with RUB THE WEB, Cochin

WORK EXPERIENCE

Magnum Security, Dubai
Digital Marketing Specialist
July '24-Present

Key Result Areas:

- Developed and Executed SEO Strategies: Enhanced organic traffic and brand visibility through comprehensive SEO planning and implementation.
- Managed Paid Advertising Campaigns: Optimized Google Ads resulting in significant improvements in lead conversions and sales opportunities.
- Proficient in Analytical Tools: Utilized Google AdWords, Google Analytics for performance tracking and campaign optimization.
- Generated Leads via Landing Pages: Leveraged optimized landing pages in Google Ads to effectively capture leads, significantly increasing sales opportunities.
- Conducted Market Research: Monitored industry trends and conducted competitor analysis, providing actionable insights for strategic planning.
- Achieved High ROI on Marketing Budgets: Consistently exceeded ROI expectations on budget allocations, driving relevant traffic and campaign effectiveness.
- Directed Technical SEO Enhancements: Implemented off-page SEO and technical improvements to ensure a user-friendly website experience.
- Enhanced Marketing Strategies: Analyzed market research data to create effective marketing strategies while maintaining brand consistency.
- Coordinated Media Budgets: Managed media production budgets for advertising campaigns in collaboration with the sales team.
- Conducted Ad Sales Forecasts: Provided forecasts and A/B testing insights to optimize advertising strategies.
- Improved Website Performance: Enhanced website performance and user engagement through effective SEO techniques and paid advertising strategies.

PREVIOUS EXPERIENCE

Mr. Alfred, Dubai
Digital Marketing Specialist
Jun'23 - Jun'24

Result Areas:

- Strategized and Executed Plans: Boosted social media followers, significantly increasing brand awareness and driving revenue growth.
- Managed Web Marketing Efforts: Achieved improved quality lead conversions from organic search, paid search, and social media marketing.
- Digital Marketing Expertise: Proficient in SEO, social media management, Google AdWords, GA Debugger, and Adobe Analytics for effective marketing initiatives.
- Lead Generation: Utilized Facebook Ads and optimized landing pages to effectively capture leads, resulting in substantial sales conversions.
- Market Monitoring: Analyzed industry trends and competitor rankings, sharing valuable insights with the team for enhanced strategic planning.
- Achieved High ROI: Consistently met anticipated ROI on budget allocations, amplifying relevant traffic and exceeding performance expectations.
- Marketing Growth Strategies: Developed comprehensive strategies across multiple digital channels to enhance brand recognition and drive revenue.
- Promoted Digital Innovation: Evangelized and presented strategic solutions to key stakeholders, fostering a culture of digital advancement.
- SEO Optimization: Led off-page SEO initiatives and technical enhancements to ensure user-friendly website interfaces.
- Comprehensive Marketing Plans: Developed and executed plans that increased profitability through streamlined operations.
- Client Advisory: Provided clients with tailored advertising strategies, proposing effective media combinations and customized media proposals.
- Business Development: Explored and cultivated new business opportunities by understanding client needs and adapting to their brand requirements.
- Strategic Enhancements: Enhanced products and services through strategic marketing and data analysis while maintaining brand identity standards.
- Media Coordination: Collaborated with media departments and agencies, managing budgets for media production effectively.
- Event Marketing Leadership: Spearheaded the ideation and execution of event marketing, branding, and vendor management initiatives across multiple markets.
- Ad Sales Forecasting: Conducted forecasts to strategically position business products, ensuring guaranteed search results.
- Internet Marketing Techniques: Leveraged effective online marketing strategies to improve website performance and enhance user engagement.
- Social Media Campaign Implementation: Utilized advanced tools for social media paid campaigns, resulting in increased brand awareness and revenue growth.

Infosys, Bengaluru
Process Specialist
Aug'22 – May'23

Result Areas:

- Social Media Paid Campaigns: Managed campaigns on platforms like Facebook, LinkedIn, Instagram, and Snapchat using the Mobius tool.
- Social Media Growth: Leveraged skills to increase social media followers and enhance brand promotion efforts.
- Revenue & Brand Awareness: Led efforts to drive revenue gains and boost brand awareness through effective social media strategies.
- Web Marketing Management: Managed web marketing efforts, improving lead conversions through organic search, paid search, and social media.
- Lead Generation: Utilized Facebook ads and optimized landing pages to capture leads and convert them into sales.
- Trend Monitoring & Competitor Analysis: Monitored industry trends, distributed insights to the team, and conducted competitor analysis.
- Digital Marketing Strategy: Planned and executed digital marketing strategies with a focus on SMM and content marketing to maximize visibility, traffic, and conversions.
- Traffic & ROI Optimization: Devised strategies to drive online traffic and deliver ROI, optimizing the conversion funnel for specific campaigns and user segments.
- Paid Search Advertising: Managed large-scale paid search campaigns and optimized PPC activity through bid management, copywriting, and competitor benchmarking.

Facts Computer Software House, LLC, Dubai
Sr. SEO+ Social Media Marketing (Specialist)
Dec'15 - Jul'22

Result Areas:

- SEO Strategy & Execution: Developed on-page and off-page SEO strategies to enhance rankings and organic traffic.
- Social Media Paid Campaigns: Managed and optimized campaigns on Facebook, LinkedIn, and Instagram for better engagement and conversions.
- Content & Keyword Optimization: Conducted keyword research and optimized content for improved search visibility.
- Technical SEO Audits: Performed technical audits to identify improvements in site structure, speed, and crawlability.
- Conversion Rate Optimization (CRO): Analyzed user behavior to optimize conversion funnels and lead generation.
- Competitor Analysis & Market Research: Monitored competitor strategies to provide insights for campaign improvement.
- Lead Generation & Sales Growth: Utilized targeted social media ads and landing pages for effective lead generation.
- Analytics & Reporting: Used Google Analytics to track performance and generate reports for strategy adjustments.
- Social Media Strategy & Growth: Executed strategies to increase followers and enhance brand presence.
- PPC Campaign Management: Managed PPC activities, including bid management and A/B testing for optimal ROI.
- SEO Performance Monitoring: Regularly tracked keyword rankings and backlinks for continuous SEO improvement.

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

Result Areas:

- SEO Strategy Development: Created and executed comprehensive SEO strategies for on-page and off-page optimization to enhance rankings and organic traffic.
- Keyword Research & Optimization: Conducted keyword research and integrated keywords into website content, meta tags, and headings for improved visibility.
- Content Optimization: Ensured web content, including blogs and landing pages, is SEO-friendly and aligned with targeted keywords.
- Internal Linking & URL Structure: Implemented SEO-friendly URL structures and strategic internal linking for better navigation and authority distribution.
- Link Building Strategy: Developed strategies to acquire high-quality backlinks, enhancing the site's domain authority.
- Guest Posting & Outreach: Engaged in outreach campaigns for guest posting to build relationships and generate authoritative backlinks.
- Competitor Analysis: Analyzed competitors to identify backlink opportunities and content gaps for improved rankings.
- Backlink Auditing: Monitored and managed the backlink profile, ensuring quality links and disavowing toxic ones as needed.

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



CERTIFICATIONS

- Google Analytics, Google Ads Search