

Vishnu K

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PROFILE SUMMARY

I'm a digital marketing professional with 3+ years of hands-on experience in SEO, Google Ads, and content planning. I've worked with tools like Google Analytics, Search Console, SEMrush, and Ahrefs to help websites get found and perform better online. I've managed paid ad campaigns, improved local visibility using Google Business Profiles, and contributed to brand growth. I enjoy working with teams and have a track record of helping sites rank better and attract more leads.

TECHNICAL SKILLS

- Keyword Research, Google Ads, Meta Ads, Email Marketing
- On-Page, Off-Page, and Technical SEO
- Google Analytics, Search Console, Google My Business
- SEMrush, Ahrefs, Screaming Frog, Ubersuggest
- Excel, PowerPoint, Word, Canva, Breve for script writing
- Mail chimp, Sender, Chat GPT, Google Bard
- SEO Writing, Technical Audits, Backlink Building
- Communication, Debugging, Prioritization, Teamwork

Experience

Digital Marketing Specialist, Yuvi Builders & Property Management Pvt Ltd (2024 – Present)

- Created engaging content for Facebook, Instagram, LinkedIn, and Twitter, increasing brand engagement by 35%
- Managed Google, Facebook, and LinkedIn Ads, boosting traffic by 40% and lead generation by 25%.
- Improved keyword rankings by 50% through effective SEO strategies and technical optimizations.
- Optimized Google My Business listings, leading to a 60% increase in local discovery and inquiries.
- Authored blogs, emails, and ad copies, improving campaign CTR by 22%
- Monitored analytics and implemented insights to increase conversions by 30%

DIGITAL MARKETING EXECUTIVE, Center of Excellence for Professional Development (COEPD) 2023–2024

- Increased visibility and user engagement across LinkedIn, Interest, Twitter, and Facebook by 45%
- Conducted in-depth competitor research and content gap analysis to improve search performance by 60%
- Reduced bounce rate by 25% and increased average session duration by 35% via content optimization.
- Resolved technical SEO issues using tools like Screaming Frog and Ahrefs, decreasing crawl errors by 70%.
- Built backlink using white-hat strategies, improving domain authority significantly.
- Collaborated with design and content teams to maintain SEO best practices site-wide.
- Supervised and optimized Google My Business profile to boost local SEO visibility and improve customer engagement.
- Built and oversaw email marketing campaigns via Mail chimp, leading to a 28% open rate and 10% click-through rate on average.

DIGITAL MARKETING INTERN, Sprintzeal Pvt.Ltd

2022–2023

- Restructured website content and performed keyword research, increasing rankings by 55%.
- Enhanced metadata and internal linking structure for better crawlability and indexing
- Tracked SEO KPIs using Google Analytics and Search Console, delivering insights to boost organic traffic
- Executed competitor benchmarking and site audits to uncover optimization opportunities

Education

University of Kannur, Bachelor of Commerce

2019 – 2022

- **Specialization:** Computer Applications
- **Core Subjects:** Marketing Management, Tally, Accounting, Finance

CERTIFICATIONS

- Digital Marketing Mastery– Digitiform, Bangalore
- Google My Business Certification– Google
- On-Page and Technical SEO– Semrush Academy
- Google Display Ads Certification– Google
- Excel for Beginners– Udemy

Languages

Languages: English, Hindi, Tamil, Malayalam

Declaration

I hereby declare that the above information is true and correct to the best of my knowledge and belief.

Place: Bangalore

Signature: Vishnu K