

Raghunath Periyasamy

Digital Marketing Specialist

Address: Chennai, TN-IN

Phone: +91 9944566394

E-mail: kprraghunath@gmail.com

LinkedIn

<https://www.linkedin.com/in/raghunathkpr/>

Professional Summary

I am a digital marketing specialist with 4 years of experience and an e-commerce specialist with 1 year of experience, seeking a challenging role where I can utilise my expertise in developing and implementing successful digital marketing campaigns across various platforms. I am skilled in social media marketing, search engine optimisation (SEO), and pay-per-click (PPC) advertising. Additionally, I am proficient in managing end-to-end e-commerce operations, from website design and product listing, and have experience using e-commerce platforms such as Amazon. I am also adept at analysing data and metrics to optimise e-commerce performance and drive sales growth.

Work Experience

Digital Marketing Specialist

Sep 2023 - Oct 2023

Viva tech solutions Chennai, India

- Execute a results-driven social media strategy.
- Develop and curate engaging content strategy for social media platforms.
- Assist in the creation and editing of written, video, and photo content
- Initiate and optimize GoHighLevel Marketing campaigns using Sub Accounts
- Seamlessly integrate with client websites and landing pages.
- Creating a funnel and integrated with Go High Level CRM to streamline marketing campaigns

Ecommerce Specialist

Aug 2022 - Oct 2022

Valleypoint Technologies Pvt Ltd Chennai, India

- Oversaw and optimized weekly Amazon Sponsored Ad campaigns for multiple accounts, including management of ad groups, ads, keywords, bids, and budgets.
- Conducted in-depth research, using Helium 10 tool, including Keyword Research, Competitor Research, and Market Research, to enhance campaign performance and achieve a lower ACOS.
- Delivered regular updates and insights to clients and Account Managers, utilizing Search Term Reports and other metric to drive improved results and increased Upto 4-5% ROAS.

Digital Marketing Analyst

Jan 2021 - July 2022

Deltamatics Solutions Pvt Ltd Chennai, India

- Assisted in executing cross-channel marketing efforts, including audience targeting, test set-up, tracking, measurement, and reporting.
- Advised on natural search strategies, reviewing company brand sites and implementing techniques such as keyword planning, meta data optimization, and link building.
- Optimized social media channels and web pages by implementing SEO best practices and conducting A/B testing on landing pages
- Conducted market research studies, utilizing analytical tools such as Google Analytics and others as necessary to analyse findings and generate insights.

Digital Marketing Lead

Oct 2019 - Jan 2021

Go Ireland Chennai, India

- Created and executed SEM/PPC campaigns on Google AdWords to attract targeted traffic and drive conversions.
- Optimized social media channels and web pages by implementing SEO best practices and conducting A/B testing on landing pages; boosted website traffic by 25%

- Utilized Google Analytics and Webmaster to report on campaign performance, measure results, and establish success metrics, ensuring data-driven decision making.
- Managed digital activities, including social media channels, to boost brand awareness, engagement, and lead generation, driving business growth

Digital Marketing Associate

May 2018 - Sep 2019

Vesta Power Pvt Ltd Chennai, India

- Develop and execute effective SEO strategies, including on-page, technical, and off-page optimization, to improve search engine rankings.
- Utilized link profile tools such as Moz and Ahrefs to conduct in-depth analyses and inform link building efforts.
- Create and manage a goal-driven off-site optimization strategy, utilizing a diverse portfolio of no follow/do follow links to drive traffic and boost search engine visibility.
- Optimized social media channels and web pages for improved SEO and usability, continuously refining strategies to achieve optimal results.

Assistant Editor

Oct 2016 - Dec 2017

South Indian Cinema • Chennai, India

- Assisted in the editing process of the Tamil film "Gulaebaghavali" as a backend support utilizing Final Cut Pro (FCP) to carry out various editing tasks.

Associate Software Engineering

Aug 2013 - Feb 2016

Kclink Technologies Pvt Ltd Bengaluru, India

- Utilized ASP.NET and C# to develop and implement Web Forms.
- Created SQL databases, including tables and stored procedures, to store and manage data.
- Implemented ASP.NET Validation Controls and JavaScript to ensure accurate data entry.
- Developed a 3-tier architecture for presentation, business, and data access layers using C#.

EDUCATION

Master of Science

Jun 2008 - Jul 2013

M Kumaraswamy College of Engineering, Karur, TN, India

Skills/Tools:

- Google Search AdWords
- Amazon Ads
- Ecommerce Product Listing
- SEO On page/ OFF Page
- Facebook Ads
- Link Building
- Digital campaign creation
- Adobe Creative Suite
- Microsoft office tools
- Helium 10
- Google Tag Manager
- Go High Level CRM

Other Skills & Certifications:

- Digital Marketing Course Certification
- Google Analytics Beginner
- Amazon Sponsored Product