

# Shinu S.

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## Professional Summary

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Web-savvy SEO & Digital Marketing specialist with proven accomplishments in planning and executing Web, SEO and Social Media Campaigns. Create brand awareness of the company and maintain its presence in the industry via Search Engines & Social Media. Skilled in identifying trends for lead generation, and brainstorming new insights for creative growth strategies by using digital marketing platforms.

**8+ Years of Experience in SEO & Digital Marketing.**

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## Google Certified Professional

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- Google AdWords Search Certification
- Google AdWords Display Certification
- Google AdWords Fundamentals
- Google Analytics Certification

Profile: <https://academy.exceedlms.com/profiles/ec3d59309d5e4d539dde6fd57f5565f8>

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## Work Experience – Full Time

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Position	: Director, Digital Marketing
Period	: 6 Years 2 Months (Oct 2010 – Jan 2017)
Organization	: Schogini Systems Pvt. Ltd.

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## Work Experience – Part-Time/Freelance

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Position	: Digital Marketing Consultant
Period	: From January, 2017
Organization	: Rubyians, Technopark Trivandrum
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Position	: Digital Marketing Consultant
Period	: From Feb, 2017
Organization	: Plutomen Technologies, Ahmedabad, Gujarat
3.

Position	: Digital Marketing Manager & Corporate Trainer
Period	: From Jun, 2017
Organization	: SITCO International, Karunagappally.
4.

Position	: SEO Manager
Period	: From Aug, 2018
Organization	: iQValent Technologies, Palm Desert, CA, USA
5.

Position	: Digital Marketing Manager
Period	: From Apr, 2018
Organization	: Acumen Global Pvt. Ltd, Statue, Trivandrum
6.

Position	: Digital Marketing Manager
Period	: From June, 2018
Organization	: 360 Degree Advertising, Sasthamangalam Trivandrum
7.

Position	: Digital Marketing Manager & Trainer
Period	: From May, 2018
Organization	: SMEC Labs, Trivandrum

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## Portfolio

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- <https://pluto-men.com/>
- <http://www.successdart.com/>
- <https://www.screencheckme.com>
- <https://www.krishnannairandsons.com>
- <https://www.moorhousecoating.com/>
- <http://powerlinkbuilders.com/>
- <https://vfivehomes.com/>
- <https://toolsdirect.in/>
- <http://abajworld.com/>
- <http://www.sitcoindia.com/>
- <http://urbanscapeproperties.com/>
- <http://www.schogini.com/>
- <http://schogini.biz/>
- <http://www.magicalskies.com/>
- <http://123stores.com/>
- <https://www.stanleygentlemen.com/>
- <http://jacksonshg.com/>
- <http://www.hycinthhotels.com/>
- <http://www.greenvalleyschools.in/>
- <http://www.quitmozz.com/>
- <http://www.breadfactory.in/>
- <http://www.sreedhanyahomes.com/>
- <http://www.indroyal.com/>
- <http://www.kada.in/>
- <http://silvercastle.co.in/>
- <http://www.luvall.in/>
- <http://www.cordonbuilders.com/>
- <https://smeclabs.ac.in/>
- <http://mulberryhomesindia.com/>
- <http://chevronbuilders.com/>
- <https://www.indograce.com/>
- <https://www.paithrika.com/>

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## Expertise & Skills

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- Search Engine Optimization (SEO), Search Engine Marketing (SEM)
- Social Media Marketing (SMM), Social Media Optimization (SMO)
- Google Keywords Research
- Develop Custom Digital Marketing Strategy
- Competitors keywords identification
- Identify various combinations of keywords by comparing volume & competition
- Identify different commercial, informational, and transactional keywords
- On-page SEO
- Create SEO friendly HTML pages with proper TAGS
- Website optimization
- Landing page optimization
- Submit website to Google/Bing via Webmaster tools
- SEO Audit - Keywords, Page tags, Website, Mobile, Speed
- Content marketing - Blogs, PR
- Off-page SEO
- Link building
- Email marketing & Lead generation
- Organic and Paid traffic acquisition
- Video marketing – Youtube Ads
- Visitors website engagement
- Apple App Store Optimization (ASO) & distribution
- Android Play Store Optimization & distribution
- Google Adwords - PPC/CPC, Search, Display, Mobile, Video, Shopping Ads
- Google Analytics
- Google Trends - compare keyword popularity
- Local SEO, Google Maps & Business
- Facebook Ads – Brand Awareness, Lead Generation, Page Likes, Post Likes etc.
- CMS: Wordpress
- SEM Tools - Google Adword & Bing Keyword Tool, Google Analytics, SEO Moz, Aweber, Ahrefs, SEMRush, Disqus, Uber Suggest, MailChimp
- SMM Tools -Buffer, IFTTT, Hootsuite, SproutSocial, Pagemodo, Tawk, Raven, FormGet, BuzzSumo

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## Functions & Responsibilities

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- Plan, develop and execute web, SEO/SEM, email, Adwords PPC and SMO/SMM campaigns according to the specific needs of the company
- Worked closely with various internal teams - web developers, graphic designers & content writers - to coordinate and execute various marketing strategies.
- Measured and reported performance of all digital marketing campaigns to ensure that they meet ROI and KPI directives
- Managed & monitored all corporate social media accounts and websites to ensure positive online presence/company branding online
- Analyzing business performance with the help of digital tools and Web traffic analysis using Google analytics
- Analyzed web behavior and performance metrics for targeted keywords & landing pages and check for any further optimization
- Provided recommendation for content development and strategy enhancements
- Implement SEO strategies (organic & paid) to Increase online sales
- Achieve 1st Page ranking in Google search engine results for target keywords
- Evaluated emerging technologies and updates in Digital Marketing and adopted changes wherever necessary.
- Brainstorming new keywords lists for content marketing
- Grow lead generation or email list
- Increase website traffic from organic & paid search results
- Increase referral and email traffic
- Grow social media following and engagement
- Manage social media paid campaigns
- Implement and manage Google PPC/CPC Adwords Campaigns
- Lead generation through development and implementation of organic and paid SEO/SMM initiatives
- SEO Optimization – Websites & QA for web content & design
- Keywords Research for Organic content article creation
- Google Ads – Display, Search, Shopping – Maintenance & Setup
- Youtube Ads Maintenance & Setup
- Facebook Campaign Creations & Ads maintenance (Likes, Leads, Awareness)

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## Academic Profile

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Post-Graduation : MCA, **College of Engineering, CET, Trivandrum**, 2010 with 63 %  
Graduation : B.Sc., **St. Stephen' s** College, Pathanapuram, 2007 with 65.7 %  
Plus Two : **St. Stephen' s** H.S.S., Pathanapuram, 2004, with 77.66 %  
SSLC : **S.B.E.M.H.S.**, Mannar, 2002, with 93.8 %

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## Personal Profile

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Date of Birth : 06-October-1986  
Sex & Marital Status : Male & Married  
Languages Known : English, Malayalam, Tamil, Hindi  
Current Location : Trivandrum  
Native Location : Pathanapuram

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## References

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Joyce John  
Managing Director / Co-Founder  
Rubyians, Amstor Building  
Technopark  
Trivandrum - 695581  
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