

# Anand C

+91 97390 11806

Bangalore, IN

[canand8703@gmail.com](mailto:canand8703@gmail.com)

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## PROFESSIONAL SUMMARY

Digital Marketing professional with over five years of progressive experience in digital marketing, Graphic designing and user experience design. Accomplished at creative development, website operations, digital platform management and collaborating effectively with clients.

- Digital Marketing
- Graphic/Web Designing
- Content Management
- Marketing Automation
- Website Design and Development
- Search Engine Optimization
- Web Analytics and Reporting
- Customer Relationship Management

## PROFESSIONAL EXPERIENCE

### Anakinmedia.com

Digital Marketing Consultant

8/2015 - Present

Strategic direction and product management of the [aristobrat.in/satliva.com/anakinmedia.com](http://aristobrat.in/satliva.com/anakinmedia.com) website with a focus on engagement and customer experience. Collaborated closely with development and design to align user experience goals and roadmaps to continually launch new features and functionality

#### Key Result Areas:

- ✓ Managing seasonal digital marketing brand campaigns including creative development, website refreshes and newsletter marketing and all agency deliverable.
- ✓ Creating engaging social media strategies and execution plans that cultivated audiences, increased web presence and enhanced brand awareness.
- ✓ Monitoring the success of **Social Media** Campaigns through media analytics, KPIs, and dashboards
- ✓ Generating Dashboards, Scheduling daily reports & other Ad-hoc reports by using Adobe Test & Target, Google Analytics.
- ✓ Create, Edit and manage website / landing pages, marketing collateral, logos, online banners & ads using Adobe creative suite programs ( Photoshop, Illustrator and Indesign) - **Graphic design**
- ✓ Develop marketing objectives and promotional strategy for all **Email Marketing** campaigns to drive response and revenue.
- ✓ Identifies key metrics and KPIs for detailed executive reporting and daily dashboards, working across the business to centralize and improve data quality from Adobe Marketing Cloud, SFDC, and Google Analytics.
- ✓ Handling day-to-day **Search Engine Marketing (SEM)** activities including campaign planning, implementation, budget management, performance review, and optimization of paid search campaigns
- ✓ Reporting of campaigns with in-depth analysis on performance of keywords, ad copies, bounce rates, etc.
- ✓ Manage and develop **Search Engine Optimization(SEO)** strategies and tactical plans on an ongoing/ as needed basis focused on client's goals and objectives.
- ✓ Assisting the Senior Brand Manager in the development of short and long-term strategic plans including annual business plans, media, promotion and innovation pipeline strategy and budget responsibility.

## Altranics IT Solutions

### Digital Marketing Executive

2/2014 - 7/2015

Designing & Develop the **petzy.com** website with a focus on engagement and customer experience. Collaborated closely with development and design.

- ✓ Design and print online interactive sales and marketing collateral.(**Visual Designs**)
- ✓ Create the look and feel of the organization online presence in social media forums
- ✓ Collaborate with a team designers to offer improvement and direction on others projects
- ✓ Develop promotional strategy for **Email Marketing** campaigns to drive response and revenue.
- ✓ Reporting of campaigns with in-depth analysis on performance of keywords, ad copies, bounce rates, etc.
- ✓ Manage and develop **Search Engine Optimization(SEO)** strategies and tactical plans on an ongoing/ as needed basis focused on client's goals and objectives.

## GuiRes.com

### Web designer/SEO

7/2012 - 1/2014

Primary areas of focus include Graphic & Web designing, Email marketing, CRM, website operations and Content Management System(CMS) for **phdassistance.com** & **guires.com**

- ✓ Create, Edit and manage logos, web designs, online banners & ads using Adobe creative suite programs ( Photoshop, Illustrator and Indesign) - **Graphic design**
- ✓ Produced packaging designs for domestic and international markets using Adobe Creative suite.
- ✓ Created concept mock-ups for web and mobile applications.
- ✓ Develop marketing objectives and promotional strategy for all **Email Marketing** campaigns to drive response and revenue.

## TRAININGS

- **Email Marketing Training** – 12/2011 - 6/2012
- **Advanced SEO Training** – 5/2011 - 11/2011

## EDUCATION

- **Anna University:** BE Electronics and Communication Engineering in RCET.

## SKILLS

- **Web Analytics:** Adobe Analytics, Google Analytics, NetInsight, Omniture & WebTrends.
- **Search Engine Marketing:** Adobe Search Center, Adobe Media Optimizer, Adobe Target
- **CRM, Email & Marketing Automation:** MailChimp, Elasticmail , Marketo, Salesforce.
- **Content Management:** Shopify, Joomla, Drupal, Opencart, WordPress.
- **Graphic Designing Tools:** Adobe Creative suite (Adobe Photoshop, Adobe Indesign & Adobe Illustrator)
- **Development Tools:** HTML, CSS, JavaScript, JQuery & Bootstrap.