

Sushanth U

E-mail:Sushanth16.u@gmail.com

Mob: +91-7892749879, 9886505171

**Career Objective :**

Experienced Digital Marketing Analyst who is persistent in keeping up to date on any WEB changes by the major search engines. Adept at website development troubleshooting website programming and organizing website content. Specializes in public service blogs and ecommerce websites.

**Certifications :**

**Google Adwords Certified By GOOGLE.**

**Digital Marketing Certified By Manipal Education.**

**Java /J2ee and Oracle Certified by NIIT.**

**Key Skills:**

Online Advertising , Ad Words , Analytics , As formats , SEO , HTML , XML , Ad quality issues, optimizing performance , Display Advertising , Social Media Advertising (Facebook , Linkedin , Twitter)

**PROFESSIONAL EXPERIENCE:**

**Dos Electronics., Bangalore – SEO Executive** ( Jan 2015– July 15\_2017)

**Kaiten Software Solutions., Bangalore – Business Development Executive** ( Jan 2013– Jan 2015)

**Calvin Care-Green trends, Bangalore -** Store manager**-** (March 2010– Nov2012)

**EXPERIENCE SUMMARY:**

* Having **4.5 Years** of professional experience in Digital Marketing and Business development.

**TECHNICAL PROFICIENCY:**

**Java , C language , HTML , Pl/sql ,Manual Testing, CMS - word Press**

Language: -HTML Java, C  
• Operating System: - DOS, Windows 98, 2000, XP.  
• Search Engine: - Google, Yahoo!, and MSN supported technologies to increase Website Traffic.  
• Tools: - Google Analytics, Webmaster Central Tool, Dream , SEO Quake, Keyword Rank Checker, Word Tracker, Google Keyword Suggestion Tool, Good Keyword etc.  
• Database: -Oracle 9i.  
• Others: - Ms word , Excel , PowerPoint

**EDUCATIONAL QUALIFICATION:**

B.E.-Electronics & Communication: **DR.Amberdkar Institute of Technology 2008 passout from VTU**

**Work Experience:**

**Dos Electronics**

Running a campaign Effectively on Google Adwords using Pay per Click.

Creating Ads in Facebook.

Optimizing the websites to increase the traffic.

Analysis of client’s web site, competitor analysis and top keywords analysis.

Keyword Researching.   
 On- Page and Off- Page Optimization.   
 Content optimization: - Search engine friendly content development.  
 Configuring Google Webmaster Central Tool.   
 Monitoring the Website Traffic with Google Analytics   
 Social Book Marking, Article Submission, Blogs Posting.  
 Link Building: - One way link, Reciprocal links & Three way Linking.  
 Search Engine / Directory Submission and Paid Inclusion.

Interaction with clients and arranging meetinings for presentation.

Maintaining client’s database in Excel format.

Identifying new clients and effectively presenting companies products.

Counseling BE and Mtech students and encourage them to take up academic projects in our company.

Involving in Project Installation.

Involved in documentation of projects works.

**Kaiten Software Solutions**

Visiting customer place giving presentation about the company and products.

Identify new customers throughout south India and tie up with the company.

Involved in online marketing such as Google adwords, SEO\_- On page and Offpage optimization.

**Green trends unisex saloon(Kalvin care group)**

As store manager was complete inchare of strore.

Involved in handling a team of 10.

Involved in selling Calvin care products.

**Personal details**

Father name : B umakanth

Dob : 2.12.1980

Sex : Male

Address : 1848 5 a main 12 cross RPC layout Bangalore

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