

Santoshkumar M C

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SUMMARY

I have completed my Google Digital Marketing Professional Program at Manipal ProLearn. My Interests are in digital marketing where I can utilize my knowledge ability and personal skills while being resourceful, innovative and flexible that offers professional growth along with organization.

SKILL SET

- **Digital Marketing:** SEO On page and Off page activities, AdWords Fundamentals, Search Advertising, Display Advertising, Mobile Advertising, Video Advertising, Shopping Advertising, Email Marketing, Affiliate Marketing.
- **Social Network:** Google+, Facebook, Twitter, Instagram.
- **Tools:** Google AdWords tools like, Keyword planner, Display planner, AdWords editor tool, Google Analytics, Web Analytics, YouTube Analytics, etc.

CERTIFICATIONS

1. Google AdWords Certificates:

- Google AdWords Fundamentals
- Google Video Advertising
- Google Search Advertising
- Google Shopping Advertising
- Google Display Advertising
- Google Mobile Advertising

2. Industry Recognized Manipal ProLearn Certificate

WORK EXPERIENCE

➤ **HINDUJA GLOBAL SOLUTIONS PVT LTD:** **10 Months**

Worked as Customer Relation Officer, Handling Emails, Submitting reports in excel sheet, billing information, escalations, etc.

➤ **Project People Services Private Limited.** **6 Months**

Worked as Data Processor, uploading new jobs to company website, contract management, report submission, new assignment creation for new placements, etc.

➤ **Manipal ProLearn:** **3 Months**

Digital Marketer skills acquired whilst studying:

- Digital channels – Paid, Owned and Earned
- Understanding Pay-Per-Click, Keywords – significance and planning.
- Using keyword planner and other tools, Keyword matches and their usage.
- Quality, Rank and relevance of Ads. Bidding and budget, targeting setting.
- Report and analysis metrics, conversion tracking and campaign optimization.
- AdWords editor benefit and usage, managing multiple accounts.
- YouTube–video campaign creation, optimization & analysis. YouTube analytics.
- Importance of mobile and opportunities to leverage key objective for mobile marketing. Mobile site, mobile app, mobile specific bidding, Apps marketing etc.
- Google shopping & merchant center, setting up & managing product campaign.
- SEO – how search works, components of SEO: On Page and Off Page, link building, keyword planning, using search console for SEO, KPI's of SEO etc.
- Social media marketing –different social media platforms, Facebook, Twitter, LinkedIn, Pinterest, Instagram etc. Online Reputation Management.
- Web analytics, objectives and KPI's, contextualizing of data, URL tracking and UTM builder clickstream, heat map and other forms of web analytics.
- Google analytics – how Google analytics works, dimensions, metrics and other common terminology. Tracking report and dashboards.
- Content and inbound marketing, Email marketing, Affiliate marketing.

EDUCATION

B.E in Industrial and Production Engineering

From 2011 to 2015

PESCE, Mandya

Obtained the B.E degree with CGPA 7.93.

PUC in PCMB (CBSE)

From 2009 to 2011

JawaharNavodayaVidyalaya, Bidar

PUC Percentage: 66.4

SSLC (CBSE)

From 2004 to 2009

JawaharNavodayaVidyalaya, Bidar

SSLC Percentage: 76.8

INTERESTS

- Playing Cricket, Badminton
- Chatting, Browsing and YouTube video watching.

PERSONAL INFORMATION

Father Name: Mallikarjun (Farmer)

Mother Name: Mallamma (House wife)

Blood Group: AB+ve