

## SRIRAMDINESHKUMAR VANNAM



Achievement-driven professional targeting assignments in **Search Engine Optimization & Digital Marketing** with a leading organization  
*"Proactive and creative marketing professional with a record of achievement in conceiving & implementing ideas that fuel marketplace presence and drive revenue"*

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### Key Skills

**Digital Marketing**

**Social Media Marketing**

**SEO/SMM Strategies**

**Market Research**

**Business Development**

**Campaign Management**

**Product Marketing & Development**

**Client Management**

**E-mail Marketing**

### Profile Summary

- Multi-faceted & focused professional with **over 5 years** of experience in **Digital Marketing** including **Search Engine Optimization, Pay-per-click (PPC) Optimization, Social Media & Community Management, Return on Investment and so on**
- Expertise in developing the **internet/e-marketing strategy** and ensuring strategy is fully aligned and integrated with the company objectives
- Creative and business-savvy professional with expertise in managing campaigns on **Google AdWords, Facebook, Twitter and YouTube**; familiar with keyword tools and bid optimization steps with latest techniques
- Subject knowledge of collecting data for use in **competitor analysis, product development**, customer evaluation and market development
- Created a comprehensive **social media strategy** that used social media marketing techniques to increase **visibility and traffic for all products**
- Successfully formulated content & social media strategy** to position the brand as a 'Top 3' among the web development agencies; augmented sales by 50% & at home try-ons by 75%
- Rich exposure of providing in-depth analysis of **markets, industry trends**, competitors and clients to improve strategic planning and decision-making
- An enterprising leader with enriched communication, innovation, self-motivation skills

### Education

2016 **Bachelor of Technology** in Computer Science from Srivani Group of Colleges, Vijayawada

### Career Timeline



Jan'14-Mar'15



Mar'17-Present

Mar'15-Mar'17



## Work Experience

**Digital Marketing CAT.com, Visakhapatnam as Sr. SEO Specialist** **Mar'17-Present**

**PSLV BPO IT Solutions, Visakhapatnam as Sr. SEO Analyst** **Mar'15-Mar'17**

**Techies Hub Solutions Pvt. Ltd., Visakhapatnam as Jr. SEO (Digital Marketing Analyst)** **Jan'14-Mar'15**

### **Role across the tenure:**

- Conducting searches such as evaluating competitor websites to incorporate best practice and creating marketing strategy to ensure optimal results
- Managing:
  - Senior SEO Analysts, Senior Content Analysts, SEO Analysts, SEO Content Analysts and SEO Coordinators; assigns/manages workload
  - Multiple clients and proactively use tools to improve campaign performance
- Working cross-functionally with development, design, product, marketing and project management groups to plan and implement SEO updates
- Measuring & improving key performance indicators such as traffic, clicks, CTR, CPC, email opens, conversion, contacts, marketing qualified leads, sales qualified leads, opportunities, sales, spending, ROI & so on
- Developing, executing & optimizing PPC campaigns – keyword research, ad copy, landing pages, bidding, budget management & competitor analysis
- Analyzing data to identify trends, generate reports and adjust campaigns as necessary to produce the most optimal ROI
- Collaborating with internal teams to enhance design, usability, content and conversion points of websites and web properties
- Researching & developing personal SEO tactics based on available data and trends using a combination of resources provided by on-site experience and authoritative SEO tools
- Leading, maintaining and developing social media sites for businesses in order to enhance their overall online reputation and clientele interaction
- Developing SEO strategies for clients based on keyword research, keyword strategy, competitive analysis, domain authority, current rankings, and other factors that contribute to developing a successful SEO campaign
- Creating SEO proposals based on strategic research, offering several options in a clear, concise way that meet client needs

### **Highlights:**

#### **At Digital Marketing CAT – Visakhapatnam**

- Guided & mentored a team of 4 and increased the websites organic visibility
- Increased organic unique visitors from ~14,000/day to over ~90,000/day as of Apr'18 by working on back pages & updated CMS
- Contributed in enabling the website as 8<sup>th</sup> most visited digital marketing website in the Local Area
- Filled the gap in the industry which helped users in finding the 'best site'. Created an SEO rich and visual 'ready to develop' digital marketing experience through competitive research
- Successfully formulated content & social media strategy to position the brand as a '**Top 3**' among the web development agencies; augmented sales by 50% & at home try-ons by 75%

#### **At PSLV BPO IT Solutions Visakhapatnam**

- Improved daily YouTube subscribers by 80% & daily comments by 60% while maintaining the quality for video content; managed client YouTube channels with more content in comparison with other companies which increased viewership by 60% through strategic keyword optimization
- Enhanced & maintained annotation clicks through rates at 11% for the Clients keyword
- Conceptualized & implemented interactive marketing strategies for about 15 clients that improved search engine performance, attracted users to websites and drove growth, resulting in annual traffic increases of an average of 23% year over year
- Played a key role in website evaluations & marketing proposals that attracted new business, resulting in an increased annual budget of 54%
- Devised & managed multiple Google Adwords accounts providing a moderate to high quality score
- Managed email marketing for all clients with Constant Contact providing results above industry average for multiple industries

#### **At Techies Hub Solutions Pvt. Ltd., Visakhapatnam**

- Upgraded organic search results by increasing the search engine results page from 12 to number 2
- Formulated title tag, description of meta tags and highlighted & added relevant links to site

## IT Skills

Ahrefs, SemRush, MOZ, Canva, Grammarly, WordAi, ArticleForge, Keyword Planner Freepik, Photoshop & Inkspace

## Projects

### **Ongoing Projects:**

- ◉ <https://www.svss.co.in/>
- ◉ <http://seo.svss.co.in/>
- ◉ <http://www.orderwala.in/>

### **Completed Projects:**

- ◉ <https://www.nightoutchef.com>
  - Completed off page first and gone to offpage. As usual I have created Pages in Social Media Elements such as Facebook & Instagram
  - Created a local store identity in google maps which gives a 50% better ranking to any page in SEO terms
- ◉ <https://www.digitalmarketingcat.com>
  - Contributed towards the success of Pay Per Click (PPC) lead generation, delivering strong profits and Return on Investment to the business
  - Conducted regular research into industry to keep abreast of latest Google updates, search marketing technologies, digital trends, marketing advancements, etc.
- ◉ <https://www.kaiwerk.com>
  - Planned & devised on-page optimization strategies as per website requirements
  - Used Google Analytics for goal set-up, funnels, report generation, website study, visitor analysis, social media tracking, Adwords tracking and various other tools
- ◉ <https://www.tourplan.tk>
  - Created copy for thousands of product descriptions, affiliate marketing campaigns, social media platforms, web pages, and more.
  - Successfully managed Google AdWords campaigns. Reduced bounce rate from 37% to 3%, lowered CPC by as much as 40% and increased CTR
  - Used Google Analytics and Webmaster Tools to optimize web properties.
  - Maintained all Social Media platforms including: Facebook, LinkedIn, Google +, Twitter, Pinterest and more. Increased voice, shares and followers

## Personal Details

**Date of Birth:** 23<sup>rd</sup> November 1993

**Languages Known:** English, Hindi & Telugu

**Address:** Flat No: 304,3rd Floor, Vietlatowers, PeddaWaltair, Visakhpatnam-530022, Andhra Pradesh

**Portfolio link:** <https://www.dineshkumar.gq>