

CHARAN P

DIGITAL MARKETING

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CAREER OBJECTIVES:

I'm excited to explore opportunities for growth in a reputable organization where I can continue to learn, develop new skills, and contribute positively to the team's success. I'm eager to make the most of my potential and support the organization's journey towards success and growth.

SEARCH ENGINE OPTIMIZATION:

- Keyword Research and Analysis
- Competitor Analysis
- Traffic and Ranking Analysis
- On-Page Optimization
- Off-page Link Building Strategies
- Website Auditing and Optimization
- Content optimization
- Google Analytics, Google Tag manager Domain Setup, Google my Business, Google Search console Domain verification and Bing Analytics Domain Setup
- Proficient in Google Keyword Planner, SEMrush, Ahrefs, Screaming Frog for keyword research, on-page/technical SEO, analytics, link building, and local/mobile optimization.
- Google & Bing webmaster, Setup Analysis, monitor, robots.txt and sitemap.xml.
- Email marketing & WhatsApp marketing (Mailchimp, Apollo.io, Traction and SendGrid) and tools handling.

SEARCH ENGINE MARKETING:

- Google AD Account setup, Microsoft AD account setup, Google my business account setup Search Network {Campaign, AD group and AD creation, all Ads extension and Conversion setup.
- Successfully managed Google Ads campaigns for the hospitality industry, increasing hotel bookings and brand recognition.
- Created and implemented Google brand awareness and lead generation campaigns for the fintech industry.

SOCIAL MEDIA MARKETING:

- Generated high-quality leads with 6% conversation rates using Meta ads.
- Successfully implemented lead generation campaigns for finance leads on LinkedIn.
- Created and executed brand awareness and website traffic initiatives on Meta and LinkedIn.

SOCIAL MEDIA OPTIMIZATION:

- Facebook {Profile Creation, Page Creation, Organic, business account handling and paid activities}
- LinkedIn {Profile Creation, Page Creation, Organic post and traffic generation, business account handling and paid activities}
- Twitter (handling)
- Wikipedia (Indexing)
- Instagram
- Facebook
- Quora
- Pinterest

TECHNICAL SKILLS:

- WordPress
- Core Java
- Good understanding of OOPs concepts – Inheritance, Static and Polymorphisms, Encapsulation and Abstraction.
- Good working knowledge on SQL Real time projects on GIT and GIT TOOL

EDUCATIONAL QUALIFICATIONS:

- **CLASS 10**, RAVINDRA BHARATHI HIGH SCHOOL
- **PRE-UNIVERSITY COLLEGE**, SRI CHAITANYA JUNIOR COLLEGE 2016 – 2018
- **BACHELOR OF ENGINEERING – MECHANICAL ENGINEERING**, SREENIVASA INSTITUTE OF TECHNOLOGY AND MANAGEMENT STUDIES 2018 - 2022

TRAININGS & CERTIFICATION:

- Google analytics certification.
- Facebook ADS Certification
- Google ADS Certification
- Google ADS Search Certification
- Google add words certification.
- Advanced Paid Social Media Certification and Strategy.
- Have completed training and certification on Core Java.

PERSONAL INFORMATION STRENGTH:

- Name : P. Charan
- Date of Birth : 03-01-2001
- Father's Name : P. Illangovan
- Languages Known : English, Telugu, Tamil.
- Address. : 1-24, Chinnakaligiri (Village & Post), Penumuru (Mandal), Chittoor (District), ANDHRA PRADESH-(517124)

Present EXPERIENCE:

Skillmate Global Marketing Agency | August 2025 – February 2026

Digital Marketing Manager | Skillmate.in

- Led a team of 3 SEO Associates, driving SEO, social media, and email marketing campaigns to achieve measurable growth in traffic, engagement, and conversions.
- Headed **SEO strategy (On-Page & Off-Page)**, improving keyword rankings, organic visibility, and backlinks through technical audits, keyword research, and link-building campaigns.
- Managed **Google Analytics, Google Search Console, and SEMrush** to track, analyse, and optimize website performance, increasing organic traffic by [32%].
- Planned and executed **Google Ads and Search Engine Marketing (SEM)** campaigns, improving CTR and ROI through continuous A/B testing and bid optimization.
- Designed and implemented **Email Marketing campaigns** using automation tools, achieving [X%] open rates and [X%] click-through rates.
- Conducted **competitor and market analysis** to identify opportunities, shape marketing strategies, and boost brand awareness in highly competitive markets.
- Developed and executed **social media strategies (SMM & SMO)** across platforms, increasing followers, engagement, and web traffic by [27%].

- Collaborated cross-functionally with content, design, and sales teams to align marketing initiatives with business goals.
- Oversaw **marketing campaign management**, ensuring timely delivery, KPI achievement, and data-driven decision-making.

Previous EXPERIENCE:

IVistaz Digital Marketing Agency Pvt Ltd | April 2023 – July 2025

Digital Marketing Executive

- Successfully led and Implemented successful SEO, SEM, and SMO strategies, increasing website traffic by 15% and conversions by 10%.
- Collaborated with cross-functional teams to optimize website content, enhance user experience, and execute digital campaigns effectively.
- Managed Google Ads, Facebook Ads, and Bing campaigns while creating and maintaining Google My Business profiles and social media accounts.
- Improved email campaign performance by 15% through automation and targeted content strategies.
- Developed and optimized Wikipedia profiles and Knowledge Panels, expanding online visibility and brand presence.
- Leveraged advanced SEO tools like Ahrefs, Moz, Mangools, and SEMrush for keyword research, performance tracking, and competitive analysis.
- Executed comprehensive on-page and off-page SEO strategies, including profile creation, directory submissions, and social bookmarking, to enhance website rankings and traffic.

Silicon Media Technologies India Pvt Ltd |March-2022

SEO Executive

- Working with cross-functional teams (Editorial, Marketing, Online team, Developers, Sales, Designer) as part of the workflow to deliver on website content enhancements.
- Analyzing on page work and changing HTML script sheets. Adding [Schema codes, Canonicals and AdSense positions] code generators.
- Development of e-mail communications.
- Working with (Google analytics) and (Bot traffic) traffic monitoring.
- Doing Knowledge Panels and Google Publisher centers accounts for clients, Working on Google Search Console. Fixing Broken links and indexing pages in google.
- working with Ahrefs, Moz.com, mangools and SEMrush tools.
- Adding Banner ads as per the client requirements in digital pages.
- Experience with SEO tools Off page work and on page works (profile creation, Directory submissions, social bookmarking, social media postings, and handling official LinkedIn and twitter postings and posting paid client profiles for magazines and web pages.

DECLARATION:

I hereby declare that the above information is true to the best of my knowledge and belief.

Date:

Place: Bengaluru

(P. CHARAN)