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CAREER OBJECTIVE

To thrive on credentials and seek a challenging job in a reputed Organization and to interrogate SEO/SEM, Online Marketing, Analytical skills in the latest digital marketing industry especially to Excel in the area of campaign management, advertising strategies and data-driven marketing. To obtain permanent full-time employment in an environment that will allow utilizing my professional and interpersonal skills, while promoting personal growth.

Areas of expertise include:

- Marketing Strategy
- SEO/SEM
- Landing Page Optimization
- Google Analytics
- SMO/SMM
- Keyword Analysis/Research
- Media Planning
- Budget Management
- Chatbot Marketing
- Data Visualization
- Marketing Trends Research

PROFESSIONAL EXPERIENCE

ONE MG

OCT 2019 – PRESENT

Digital Marketing Analyst

Appointed for managing SEO & paid media campaigns for various accounts.

- Monitoring the success of paid media campaigns through media analytics, KPIs and dashboards.
- Handling day-to-day paid marketing activities including campaign planning, implementation, budget management, performance review, and optimization of paid campaigns.
- Reporting of campaigns with in-depth analysis on performance of keywords, ad copies, bounce rate & other key factors.
- Handling SEO activities including On-page, Off-page & Technical SEO for various accounts.

Selected client projects:

- **Increased conversion rate by 30%** for Chennai-based Retail brand across Google, Facebook & Instagram.
- **Identified the right marketing channel** for agri-based NBFC company and delivered the optimal branding campaigns with the lowest cost.
- **Achieved high search volume keywords in the top 30 organic search results** for agri-based NBFC company.

BLEAP DIGITAL MARKETING AGENCY PVT LTD

MAR 2019 – SEP 2019

Social Media Marketing Specialist

Appointed for managing social media pages for various accounts and running campaigns for UAE financial brand and Indian micro financial bank.

- Manage the social media pages for dental clinics, salon. Delivered content planning, strategy, management and reporting to the client on a monthly basis.
- Generated leads for the brands through Facebook campaigns and delivered the lowest cost per results consistently.
- Worked on Chatbot marketing for Indian micro-financial bank to generate leads. Identified the most common conversations flow from the users. Applied the optimized conversational flow in the chatbot to improve the user experience.

Selected client projects:

- Generated **70% of leads from social media with the average conversion rate of 5%** for UAE financial brand.
- **Reduced cost per lead up to 20%** for Indian micro financial bank chatbot campaign by identifying the best optimized user segments.

MAD ABOUT DIGITAL PVT LTD
Campaign Management Specialist

AUG 2017 – NOV 2018

Appointed for campaign management to manage ads on Facebook, LinkedIn and other social media platforms.

- Manage the campaigns on Facebook, LinkedIn and other social media platforms and update the performance report to the account management team periodically.
- Provided the advertising strategies cum budget planning to the account managers for special/seasonal promotions.
- Research on digital marketing trends and deploy the best marketing practices relevant to the business.

Selected client projects:

- Generated **78% of leads from paid media with the average conversion rate of 12%** for various weekend promotions in retail brand.
- **Drove 30% increase in session count each month from Facebook** for E-learning client by targeting 'want to know' and 'want to do' moments audiences.

ADJETTER MEDIA NETWORK PVT LTD
Digital Media Planner

AUG 2016 – JULY 2017

Recruited for media planning cum campaign management role to manage healthcare & retail accounts.

- Accountable for monitoring the campaign performance on Google & Facebook and analyzing various channels on Google analytics with a view to increase relevant conversions/actions.
- Managed clients' marketing plans developed paid advertising strategies relevant to their business with the focus of optimizing business KPI goals.

Selected client projects:

- **Provided the most effective budget plan** after analyzing channel credit for conversion value using attribution modeling in Google Analytics
- **Achieved 6% conversion rate above the industry average** for healthcare client to promote diabetes package offers on Google platform.

MPS PVT LTD
Technical Editor

APR 2015 – JULY 2016

- Responsible for the first proof proofreading as per the style guide and ensure that the article meets the standard typesetting rules.
- Quality checking for the revision corrections as per the author's instructions and corrected as per the style guide.

SPI GLOBAL
Executive Proofreader

JUNE 2013 – SEPT 2014

- Responsible for the first proof proofreading as per the style guide and ensure that the article meets the standard typesetting rules.

TECHSET COMPOSITION

AUG 2012 – MAY 2013

Technical Editor

- Responsible for the first proof proofreading as per the style guide and ensure that the article meets the standard typesetting rules.

SCIENTIFIC PUBLISHING SERVICES

JAN 2011 – MAY 2012

Technical Editor

- Quality checking for the revision corrections as per the author's instructions and corrected as per the style guide.
- Responsible for final stage tasks such as cover checking, ToC, Front page and ensure that it meets the typesetting rules.

TECHNICAL SKILLS

Search Engine Marketing: Google Ads, Bing Ads.

Social Media Marketing: Facebook, Instagram, Twitter, LinkedIn, YouTube.

SEO: Google Search Console, Keyword Planner, Moz, SEMRush.

Campaign Management: Google Ads, Facebook Ads Manager, Twitter Ads, LinkedIn Campaign Manager.

E-mail Marketing/Marketing Automation/Chatbot: MailChimp, Zapier, Manychats.

Analytics: Google Analytics, Facebook Analytics, Hotjar.

Data Visualization & Reporting: Google Data Studio, Microsoft Excel & PowerPoint.

EDUCATION & TRAINING

BE, Computer Science, Noorul Islam College of Engineering, Kumaracoil, Tamilnadu, India (2010)

Google Search/Mobile Certified Professional | Google Analytics Certified Professional