



V.PAVAN SAI

BCOM(CA), MBA(FIN&HR)

DIGITAL MARKETING

ABOUT ME

I am a highly motivated digital marketing fresher with a strong interest in developing creative strategies that drive online engagement. I have a solid understanding of key marketing principles and am eager to apply my knowledge to real-world campaigns. My passion for learning and adaptability make me ready to tackle new challenges in the digital marketing landscape.

EDUCATION

VIKRAMA SIMHAPURI UNIVERSITY

Velankanni Institute of Management Studies
Master of Business Administration -----2022
(Finance & Hr)

EXPERIENCE

As a fresher, I'm driven by a strong passion for learning and personal growth. I'm excited to start my career journey, bringing a fresh perspective and a willingness to adapt to new environments. My goal is to gain practical experience, apply my academic knowledge, and contribute positively to the team. I'm committed to embracing challenges, growing professionally, and making a meaningful impact in my chosen field.

OBJECTIVE

- Dynamic digital marketing specialist with a passion for innovation, seeking to leverage my creative strategies.
- Seeking a challenging role to utilize my skills and contribute to the success of the organization
- Aim to improve the digital customer journey by optimizing touchpoints, ensuring seamless experiences across all digital platforms

SKILLS

- Mastered the stunning websites with high speed up pages to build a website with good and professional information.
- Implemented advanced performance enhancement techniques, including server-side optimizations, resource minification, and CDN integration, to increase website speed and overall performance.
- Created and optimized a high-converting landing page for a product launch, leading to a significant increase in pre-orders and conversions.
- Developed and executed sophisticated social media advertising strategies across Facebook and Instagram, utilizing audience segmentation and analytics to drive engagement and conversions.
- Crafted compelling headlines and persuasive calls-to-action using advanced copywriting techniques to maximize user engagement and drive conversion rates.
- Enhanced Return on Ad Spend (ROAS) through strategic campaign adjustments, leveraging advanced analytics to refine targeting and bidding strategies.
- Secured and managed 1,000+ high-authority backlinks through targeted outreach and content partnerships, improving site authority and SEO performance.
- Expertly set up, managed, and optimized Google Ads campaigns using advanced techniques such as automated bidding and audience targeting for superior results.

CONTACT



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ADDRESS

ANDHRA PRADESH, NELLORE DISTRICT

NAVALAK GARDENS, SADA VARI STREET,
3RD MILE. PIN ; 524002.

- Developed impactful ad copy that effectively captures audience attention and drives high conversion rates through strategic messaging.
- Devised and executed integrated brand strategies, utilizing market research and competitor analysis to strengthen brand identity and drive business growth.
- Integrated Google Tag Manager with precision and optimized website performance by balancing tag implementation and site speed.
- Utilized Google Search Console and Google Analytics for in-depth analysis of page speed and user behavior, applying insights to enhance site performance and user experience.
- Re-engage users who have visited our website previously but not take action, i will make to take action through remarketing strategy .
- Sales & Marketing Strategy
- Branding
- Build Sales Funnel
- Website Development using WordPress
- Website Integration including, Google Analytics, Google Tag manager, Facebook Pixels
- Expert in Building Landing Pages
- Expert in creating high converting ad copies
- Create Effective Google Ads Campaign
- Create Effective Facebook Ads Campaign
- Cross Platform remarketing
- Optimize Campaigns
- Search Engine Optimization - On page & Off page
- Run high engaging Organic social media campaigns
- Create Attention grabbing postures
- Create Effective videos

SOFT SKILLS

- Communication
- Creativity
- Analytical Thinking
- Time Management
- Collaboration

DECLARATION

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