

# PRABUSURESH G

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Mobile: +91-7204256489, 8248557752

## **Career Objective:**

To build a career in Digital Marketing and [Growth Hack](#) the organization I work for with committed and dedicated people and to work as a key player in a global environment.

## **Key Skills:**

- Digital Marketing
- Multimedia Branding
- Keyword Research and Analysis
- Search Engine Optimization(SEO) (On-page Optimization, Off-page Optimization)
- Content Marketing
- PPC Campaigns
- Social Media Marketing & Optimization
- Play Store Optimization(PSO)
- Digital Strategy and Branding
- Growth Hacking

## **Employment History:**

- Worked as ‘Digital Marketing Manager’ in Acme Experience Marketing Pvt Ltd from December 2015 to till date
- Established Borgoss Developers Pvt Ltd and worked as a ‘Digital Marketing Manager’ from January 2015 to December 2015
- Worked as ‘Digital Marketing Manager’ in Socio360 from April 2013 to December 2014

## **Educational Qualification:**

- Post Graduate Program in Management from ICFAI Business School in 2014
- Computer Science Engineering from Anna University 2011
- Google Adword Professional certification from Google

## **Software Skills and Tools :**

- MS Office
- Photoshop
- Google Adword Tool
- Facebook Ads Manager Tool
- Hootsuite
- Ahrefs
- Wordpress (Website Design and Development)
- CPanel(Hosting Platform Management)
- Google Analytics

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## Work profile:

### At Present:

**Company Name : Freelance Consulting**

**Designation : Multimedia Brand Consultant ||**

### **Growth Advisor**

Duration: 2017- At Present

### Roles & Responsibilities: End to End Digital Services for Brands.

- Creating visibility for Brands, by increasing traffic for their website through various Organic and Paid campaigns.
- Managing SEM, SEO and Social Media Initiatives
- Handling Campaign Management for Search Engine Marketing, including Google, Facebook And Other Paid Ads Platforms including Taboola, Outbrain Etc
- Hands on with Google Adwords, Facebook Advert, Taboola, etc
- Website Design, Development and Hosting
- Responsible to analyze & maintain the content for the website
- Studying Web Analytics and bringing changes based on insights
- Updating & Overseeing communication on Facebook, Instagram, Google Business, LinkedIn, Twitter and Youtube and any other web platforms
- Customer Acquisition for businesses like Real-Estate, Event Industry, Brand Activities etc through various digital platforms.

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## Company 1:

**Company Name** : Acme Experience Marketing Pvt Ltd

**Designation** : Digital Marketing Manager

**Duration** : December 2015-2017

## Roles & Responsibilities:

- Responsible for Managing Digital Marketing Activities - Website maintenance & update, SEM,SEO, SMO, SMM and E-Mail Marketing campaigns.
- Managing website of the company – Updating Blogs, tracking transactions and handling customer feedbacks, development and execution of marketing strategies to promote products and services directly to on- line customers.
- Managing the entire social media marketing and monitoring of content for the Blogs, Facebook, Twitter and Google+.
- Managing online ad-campaigns and application building on Facebook
- Involve in Online Media Buying.
- Daily check up with Analytic Reports to check on performance on all aspects of the website.
- Managing the development and execution of marketing strategies to promote products or services directly to online customers.
- Deciding on CPM, CPC & sponsorship campaigns
- Design and implementation of website marketing plans and landing page
- Ensuring that the website adheres to quality standards regarding appearance and content that would increase sales
- Monitoring and reviewing website visitor's access patterns and trends, adjusting strategies and plans as appropriate.
- Working closely with programming, customer support, design and content teams to ensure site meets marketing objectives.
- Managing the entire social media marketing for the company's client. Would involve creation and monitoring of content for the Facebook and Twitter

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## Company 2:

**Company Name : Borgoss Developers Pvt Ltd**

**Designation : Director/Digital Marketing Manager**

**Duration : January 2015-December 2015**

## Roles & Responsibilities:

- Conducting second line analysis and research of business performance
- Analyzing current trends and new tools and techniques of digital marketing
- Implementation of digital marketing techniques according to strategic plan by seniors
- Assuring proper implementation of different digital marketing tools and techniques such as SEO, PPC advertisement, email marketing, etc.
- Keyword analysis and research for real estate tools
- Executing Google AdWords Campaign and generating leads
- Tying up with online property listing portals to generate more leads
- Setting up lead crawlers to collect leads automatically from search engines.

## Company 3:

**Company Name : Socio360 (A Unit of Aspire Innovative Private Ltd)**

**Designation : Digital Marketing Intern/Executive/Manager**

**Duration : April 2013- December 2014**

## Roles & Responsibilities:

- Analyzing business performance with the help of digital tools and reports
- Analyzing the available resources and digital tools. Web traffic analysis using various digital tools like Google analytics
- Preparing interactive strategic digital marketing plan
- Creating awareness about the company's brand
- Assuring proper implementation of different digital marketing tools and techniques such as SEO, PPC advertisement, email marketing, etc.
- Keyword analysis and research
- Analysing and checking the success of the digital marketing techniques used
- Providing online help to clients to achieve success
- Planning and Executing Social Media Marketing Campaigns

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## Company 4:

Company Name : 2Pi Interactive Pvt Ltd

Designation : Digital Marketing Intern

Duration : January 2013- March 2013

## Roles & Responsibilities:

- Developing Online Marketing Strategy for a New [Action Adventure] Game "CAT MONK"
- Increasing the Organic Downloads for the game in App Store and Play Store
- Coordinate with the designers and suggest edits based on the user review
- Getting the game reviewed by the most popular gaming review forums
- Generate organic traffic to the game
- Writing Blogs and manage contents in social media for the game
- Contacting Popular Gaming Bloggers to blog about the game CAT MONK to increase the visibility
- Suggest Online promotional strategy to increase the number of installs based on players feedback

## Achievements:

- Received n number of client appreciations
- 1<sup>st</sup> Page 1<sup>st</sup> Position SEO for Optimum Promotions [*Keyword : Brand Activation Company in Bangalore*]
- 1<sup>st</sup> Page SEO for Evergreen Groups [*Keyword : Brand Activation Company in Bangalore*]
- Generated Maximum Leads For Mahindra within 4 Months(More than Target Achieved) instead of 6 Months(Planned Campaign)
- On-boarded maximum riders for Rapido in Chennai Through Digital Campaign
- On-boarded maximum Delivery Partners for Amazon Flex through Digital Campaign
- Ran a twitter campaign for Myntra which became second trending #tag in Bangalore (#MyntraTechThreads2016) - 01/12/2016 [06:40PM]
- Won Twitter Contest Conducted by BigBasket & SDU Winery

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## Strengths:

- Leadership quality
- Confidence
- Convincing power
- Willing to learn, adapt and improvise

## Interests:

- Swimming, Books, Anime, Sci-fi blogs, Conspiracy Theories, Deep web exploration.

## Personal Details:

Date of Birth : 19<sup>th</sup> December 1989  
Languages Known : Tamil, English, Kannada  
Marital status : Married  
Current Location : J.P. Nager 9<sup>th</sup> Phase, Bangalore  
Permanent Address : 10/10, Aadharikkadu, Pulliplayam, Morur West, Sankari, Salem-637304

## Declaration:

I certify that the information given above is true, complete and correct to the best of my knowledge and belief.

Place : Bangalore

Praburesh G