

SARGUNESHWARAN BALU

DIGITAL MARKETING HEAD | UI/UX WEB DESIGNER | GOOGLE CERTIFIED

HIGHLIGHTS OF QUALIFICATION

- Remarkable experience in reporting on all projects
- Huge knowledge of Search Engine Optimization
- Deep knowledge of google ads
- Familiarity with communication principles
- Amazing ability to communicate with varied clients
- Outstanding ability to create campaign materials
- Superior project management skills
- Solid Reporting and presentation skills

OBJECTIVE

Hungry for knowledge and aspiring to understand new elements of growing Technology and Business driving forces and along with the experience, executing it to take new challenges for the growth of organization this could also continuously enhance my present abilities and skills.

EXPERIENCE

2016 JAN – PRESENT

Digital Marketing Team Leader - Web Designer
Businessware Dubai – UAE

2014 APRIL – MAY 2015

Web Designer | Graphic Designer | SEO Expert
Dynamic Net soft Technologies
Chennai - India

2006 JULY – APRIL 2012

Web Designer | Graphic Designer | SEO Expert
POPP PVT LTD Pondicherry – India

EDUCATION


B.E in Electronics and Communication


Engineering from KodaiKanal Institute of Technology - Anna University. Passed out with First Class, in 2005.

CERTIFICATION



CONTACT

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 www.sargunesh.com

Contact

0565231008 (Mobile)
sarguna3@gmail.com

www.linkedin.com/in/sargunesh
(LinkedIn)
sargunesh.com (Personal)

Top Skills

Search Engine Optimization (SEO)
Web Design
Social Media Marketing

Languages

English (Professional Working)

Certifications

SEO
Google Adwords
Google Analytics
HUBSPOT - Inbound Certification

Honors-Awards

Ensured the company is labelled as Google Partners by completing the requirements wrt certifications

Sargunesh B

Digital Marketing Head | UI/UX Web Designer | Google Certified
United Arab Emirates

Summary

Experienced Digital Marketing Specialist, Google Search Ads & Analytic Certified, Hubspot Certified SEO, SMM, SEM Expert, Quality Web Designer, Ui / UX Designer with a demonstrated history of working in the information technology and services industry.

Skilled in Search Engine Optimization (SEO), Google Adwords, Hubspot, Photography, Photoshop, Illustrator, and WordPress. Strong information technology professional with a Bachelor of Engineering (BE) focused in ECE from Anna University.

Experience

Buzinessware

Digital Marketing Head & Web Designer

January 2016 - Present

Dubai, United Arab Emirates

Certified: Google Adwords, Google Analytics, SEO & Hubspot Inbound

Experienced Digital Marketing Specialist, SEO, SMM, SEM Expert, Quality Web Designer, Ui / UX Designer with a demonstrated history of working in the information technology and services industry. Skilled in Search Engine Optimization (SEO), Google Adwords, Hubspot, Photography, Photoshop, Illustrator, along with sound skill in WordPress CMS. Strong information technology professional with a Bachelor of Engineering (BE) focused in ECE from Anna University.

My organizational and time management skills are flawless and I can manage many campaigns and projects at once.

* Generated expense and advertising reports and provided analytical interpretation of reports

* Managed a team of interns and other Digital Marketing Specialists to implement digital campaigns using best practices.

- * Generated reports on social media and digital campaigns to demonstrate ROI and provide insights for strategies to utilize in the future.
- * Responsible for setup, function, content and graphics of new public website
- * Guided potential and current clients through businessware's platform
- * Calculated best practices to obtain the maximum return on investment through clicks, opens, and * overall customer engagement
- * Developed and executed various social media, SEO and SEM initiatives to increase traffic and increase leads by over 200%.
- * Designed Primary & Affiliate websites for Sales Conversions as well as responsible for website analytics and development.
- * Researched current online marketing concepts, strategy and best practices
- * Recognizing Seasonal, Daily and Monthly Trends in Viewer Traffic
- * Generating Reports for Management regarding Digital Marketing Activity
- * Generated extensive digital marketing analytics including, but not limited to, trend analysis reports, subscriber engagement reports, growth reports, and ROI tracking.

Dynamic Netsoft Technologies Private Limited

Web Designer and SEO Expert

April 2014 - June 2015 (1 year 3 months)

POPP Pvt Ltd

Web Designer - SEO

July 2006 - April 2012 (5 years 10 months)

karaikal Area, India

Education

Anna University

Bachelor of Engineering (BE), ECE · (2001 - 2005)