

VIGNESWARAN SUNDARARAJAN

PROFESSIONAL SUMMARY

Dynamic marketing professional with expertise in SEO and social media marketing. Proven track record of developing and implementing effective strategies that enhance brand visibility, drive organic traffic, and engage audiences. Skilled in content creation, keyword research, and analytics, leveraging data insights to optimize performance. Adept at managing social media platforms to foster community engagement and enhance brand reputation. Committed to staying current with industry trends to deliver innovative solutions that align with business objectives.

WORK HISTORY

Content Creator, 01/2020 to Current

SELF EMPLOYEED

- Grew Instagram audience by 35% in the past year, reaching over 160,000 followers, and increased YouTube subscribers to 19,000.
- Boosted engagement rates by 25% with data-driven content strategies
- Monetized platforms, achieving a 20% revenue increase through strategic partnerships, sponsorships, and affiliate marketing initiatives.
- Secured a 15% increase in brand collaborations by converting audience engagement into commercial opportunities.

Digital Marketing Executive, 12/2021 to 01/2023

DIGITAL SCHOLAR - Chennai, India

- Focused primarily on SEO and social media marketing, achieving significant organic traffic growth through optimized content strategies and targeted campaigns.
- Developed and implemented SEO strategies, resulting in a 25% improvement in search engine rankings and increased website visibility.
- Managed social media platforms, increasing follower engagement by 40% and expanding brand presence across Facebook, Instagram, and LinkedIn.
- Led successful paid social media campaigns that increased lead generation and conversion rates.
- Conducted social media listening and competitor analysis to refine strategies and boost customer interaction.

EDUCATION

Master of Science, Digital Marketing and Channel Management, 02/2023 to 02/2024

UNIVERSITY OF SURREY - Guildford, Surrey

CONTACT

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SKILLS

- Keyword Research and Analysis
- On-Page and Off-Page Optimization
- Technical SEO
- Content Strategy and Development
- SEO Analytics (Google Analytics, SEMrush, Ahrefs)
- Link Building Strategies
- Competitor Analysis
- Content Creation and Curation
- Social Media Strategy Development
- Engagement and Community Management
- Paid Advertising Management
- Social Media Analytics and Reporting
- Brand Building and Reputation Management
- Trend Analysis and Adaptation

Diploma of Higher Education, Advance Digital Marketing, 08/2022 to 11/2022

DIGITAL SCHOLAR - Chennai, India

Bachelor of Engineering, Mechanical Engineering, 08/2017 to 05/2021

KONGU ENGINEERING COLLEGE - Erode, India

CERTIFICATIONS

- Google Digital Garage
 - Google Analytics Certification
 - Backlink Management
 - Keyword Research
 - Local SEO
 - Mobile SEO
 - SEO Fundamental
 - Instagram Marketing Expert
 - Social Media Management Expert
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AFFILIATIONS

- Video Editing: Passionate about crafting engaging video content, with experience in using various editing software to enhance visual storytelling.
 - Content Creation: Enjoy producing videos for social media platforms, blending creativity with technical skills to capture audience attention.
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REFERENCES

References available upon request.
