

VINAYAK

DIGITAL MARKETING EXECUTIVE

About Me

Experienced Digital Marketing Executive with over one year of expertise in managing end-to-end marketing projects. Proficient in utilizing digital marketing platforms to boost sales and enhance overall company efficiency. Skilled in monitoring and reporting marketing goals to ensure seamless internal communication. I'm a results-oriented and realistic person who is determined to make a name for myself in the market in my future position.

My Contact



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hyderabad

Technical Skill

- Search Engine optimization
- Google Analytics, & Search Console
- keyword research and analysis.
- PPC advertising,
- Content Marketing
- Act-on Email marketing
- Salesforce CRM

Soft Skill

- Observation
- Decision making
- Communication
- Multi-tasking

Experience

GoLogica Technologies Pvt Ltd

Feb 2023 – June 2024

- Developed and implemented successful SEO strategies, resulting in a 21% increase in organic traffic and a 20% increase in revenue.
- Conducted keyword research and analysis to identify high-value search terms, resulting in a 15% increase in keyword rankings.
- Conducted on-page optimization, including meta tags, header tags, and content optimization to improve website visibility.
- Analyzed website performance using Google Analytics and other tools, providing regular reports and recommendations to improve website performance.
- Collaborated with the content team to ensure website content was optimized for SEO and user experience.
- Conducted A/B testing of ad copy and landing pages to improve campaign performance.
- Created and managed social media campaigns, resulting in a 20% increase in engagement.

Synactive India pvt Ltd

July 2024 – Dec 2024

- Utilized ACT! CRM to enhance customer relationships, track leads, and optimize campaigns, boosting conversion rates by 15% through automated workflows and targeted email marketing.
- Leveraged Salesforce CRM to analyze customer interactions, segment audiences, and enhance lead nurturing by 20%, integrating marketing automation for improved social media, email campaigns, and personalized content delivery..

Completed Internship at UBCM

Social media Specialist

March 2024 – Present

Completed Internship at Speaksaga

Social media Manager

May 2025 – Present

Education

- **Basavakalyan Engineering college, Bidar (VTU)**
Civil engineering
Completed in 2019
- **Kayaka PU College, Kalburgi**
Completed in 2015
- **Kayaka Foundation School, Kalburgi**
Completed in 2013