

# SHAINSHA

## DIGITAL MARKETING SPECIALIST

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## ABOUT ME

Results-driven Digital Marketing Specialist with 4+ years of experience in SEO, content strategy, and digital advertising. Expertise in on-page and off-page SEO, technical SEO audits, Google Analytics, Google Search Console, and performance monitoring. Skilled in Google Ads campaign management, ROI optimization, and content marketing strategies. Adept at competitor analysis, team leadership, and implementing emerging SEO trends to drive website traffic and conversions. Passionate about delivering data-driven marketing solutions that enhance brand visibility and user engagement.

## EDUCATION

**2024 - Present** Bachelor of Computer Applications  
UNIVERSITY OF MADRAS

**2015 - 2018** Diploma In Computer Science And Engineering  
TMPC

## EXPERIENCE

### SOFTLOGIC SYSTEMS PRIVATE LIMITED

**Apr 2024 - NOW**

**Digital Marketing Specialist**

- Managed and executed on-page, off-page, and technical SEO strategies to improve website ranking and organic traffic.
- Conducted comprehensive SEO site audits, addressing issues such as 301 redirects, sitemap errors, orphan pages, and 404 errors.
- Utilized Google Analytics, Google Search Console, Screaming Frog, Ahrefs, SEMrush, and Ubersuggest for performance tracking and competitor analysis.
- Built high-quality backlinks and Web 2.0 properties to enhance domain authority.
- Created and optimized SEO-friendly blog content and social bookmarking strategies.
- Generated detailed SEO reports and performance analyses for stakeholders.
- Led a team of SEO analysts, assigning tasks and ensuring alignment with the latest SEO trends and algorithm updates.
- Optimized Google Ads campaigns, managing 14 ad campaigns with a daily budget of ₹3,000, focusing on CTR improvement, landing page optimization, bidding strategies, and negative keyword filtering.
- Implemented Google Transparent Optimization and Search Term Optimization to maximize ad relevance.
- Developed social media content strategies and collaborated with content writers and scriptwriters for brand storytelling.
- Monitored and improved ROI metrics across paid and organic campaigns through data-driven decision-making.

## **GBS SYSTEMS AND SERVICES PRIVATE LIMITED**

**Apr 2023 - Apr 2024**

### **Digital Marketing Specialist**

- E-commerce Market Analysis: Conducted in-depth market research for an e-commerce project focused on saffron, identifying target customer segments and competitive gaps. Developed actionable insights to guide the website's creation and content strategy.
- SEO Content Development: Authored SEO-optimized content, including product descriptions, blogs, and web pages for both the e-commerce platform and the corporate website. Improved organic visibility and enhanced user engagement by optimizing on-page elements and integrating target keywords.
- Social Media Management: Managed Facebook, Instagram, and LinkedIn platforms, posting engaging content and ensuring brand consistency. Implemented strategies that led to 150% growth in followers and 200% increase in engagement rates across platforms.
- Email Marketing: Planned and executed customer acquisition campaigns using email marketing platforms. Improved email open rates and conversions through audience segmentation and personalized messaging.
- Meta Ads Optimization: Designed, launched, and optimized paid campaigns on Meta platforms to drive traffic and leads. Achieved an ROI of 1400% through continuous performance monitoring and adjustment.
- Social Media SEO: Optimized social media profiles for SEO, boosting discoverability and organic reach on Facebook, Instagram, and LinkedIn.

## **PMCHRI**

**Mar 2022 - Apr 2023**

### **Digital Marketing Specialist & Designing**

- Developed optimization strategies that increased search engine rankings.
- Provided recommendations and executed strategies for content development in relation to keyword-specific SEO goals.
- Increased keyword usage from 20% to 50%. Developed and implemented 70 link-building campaigns.
- SMO Creating the posters using Canva and publishing them on social media accounts such as Facebook, Twitter and LinkedIn for brand my website and sharing the posts on groups
- Create Image, Infographics, pdf and Video for backlink submission Maximum count of backlink submission for a week - 300
- Conducting keyword research for the articles and blogs that are published on the website and assigning the targeted keywords to the article titles.
- Conducting Competitor analysis and suggesting the ideas to implement in the website and suggesting the article titles to be published
- Referring to Google Analytics and Semrush for Traffic Analytics and Domain Authority
- Tracking keyword positions using Semrush and Ahref
- Prepare monthly report using Google analytics

## **BHARATHI WEB CREATION PRIVATE LIMITED**

**Feb 2021 - Mar 2022**

### **Digital Marketing Specialist & Designing**

- Created and implemented organic search strategies for our clients by working collaboratively with cross-functional teams.
- Conducted SEO audits that considered technical, on-page, and off-page elements. Collected and analyzed SEO related data from multiple sources, including: Google Analytics, Google Search, Ahref, Semrush etc.
- Increased the website's relevancy by adding a backlink every month.
- Developed an effective SEO strategy that increased organic search engine rankings and doubled website visits and Prepare monthly report using Raven tool

# TECHNICAL SKILLS

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## Digital Marketing Skills

- SEO: On-page SEO, Off-page SEO, Technical SEO, Keyword Research, Content Optimization, Link Building
- SEM & PPC: Google Ads, Meta Ads, Campaign Creation & Optimization, Retargeting, PPC Campaign Management
- SMM: Social Media Content Creation, Scheduling, Engagement Strategies (Facebook, Instagram, LinkedIn, X)
- Email Marketing: Campaign Planning, Segmentation, Personalization, A/B Testing, Customer Acquisition Campaigns

## Tools & Platforms

- E-commerce: Shopify (Store Setup, Product Listing, Theme Customization, Shopify SEO)
- SEO Tools: Google Search Console, Bing Webmaster, SEMrush
- Social Media & Email: Hootsuite, HubSpot, Mailchimp, Canva
- Analytics: Google Analytics, Google Tag Manager, Tableau, Google Data Studio, Google Spreadsheet
- Paid Ads: Meta Ads Manager, Google Ads, PPC Management

# PROJECTS

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## shain digital marketing Services & Training

- Website Development & SEO: Built and optimized a personal website to establish an online presence. Conducted keyword research, implemented on-page and technical SEO strategies, and improved search rankings for targeted keywords.
- Social Media Marketing: Managed Facebook, Instagram, and LinkedIn platforms, creating content calendars and scheduling regular posts. Increased followers by 200% and boosted engagement rates by 350% within the first month.
- Paid Campaigns: Run Meta ads to increase brand awareness and website traffic. Achieved a conversion rate of 280% and generated consistent engagement with targeted audiences.
- Performance Tracking & Reporting: Used Google Search Console and Bing Webmaster to monitor website traffic, campaign performance, and social media metrics. Presented insights to identify optimization opportunities and refine strategies for better engagement and visibility.

# LANGUAGES

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|-----------|---------|
| • English | • Hindi |
| • Urdu    | • Tamil |

# DECLARATION

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I hereby declare that the information provided above is true and correct to the best of my knowledge and belief. I am responsible for the authenticity of the information provided in this resume.