



Ram Sankar

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PROFILE & VALUE

- A Certified Digital Marketing professional holding 8+ years of industry experience. Currently serving as a Digital Marketing Lead with a bespoke Online Advertising firm, handling paid and organic campaigns for a basket of B2B and B2C clients
- Ability to compile and analyze search data and metrics and make decisions regarding campaign direction. Capable of performing click-through rate, conversion, spend and creative analysis to identify growth/optimization opportunities
- Expertise in evaluating and designing innovative product/brand promotion campaigns, designing innovative marketing strategies to generate desired resonance across potential market segments. Hands-on experience in Digital Marketing (PPC, Google Ads, Search Engine Marketing, Facebook Marketing, Instagram Marketing, LinkedIn Marketing, YouTube Marketing, Twitter Marketing, SEO, etc. And Marketing Fund Control, Consumer / Market Inelegance, Key Accounts Data Collection and Analysis and Process Innovation management.
- Strong project management and organizational skills with the ability to juggle multiple projects simultaneously
- A self-motivated problem solver who thrives under pressure with a proven ability to deliver multiple projects at the same time simultaneously

PROFESSIONAL EXPERIENCE

Sep 2016 - Sep 2021 | AlterEgo Communications Pvt.Ltd, Chennai | Digital Marketing Lead

HIGHLIGHTS

- Create and manage successful digital marketing campaigns across all channels
- Provide leadership and guidance to a team of 7 comprising SEO Analyst, Content Writer, Social Media Designer, Digital Marketing Strategist, Media Planner, Junior Digital Marketing Analyst, and UI Designer
- Leverage full marketing mix, as appropriate, including search engine optimisation, search engine marketing and social marketing, to build awareness and generate new business leads for the assigned accounts
- Work with the clients in understanding their online marketing needs, search engine requirements and provide suggestions on the choice of technology for the web development
- Program-manage multiple customer campaigns on time and within budget
- Create and implement successful social media and community management strategies for all clients on major platforms - Facebook, Google, Instagram, and YouTube. Contribute to the campaign, management, monitoring, analytics, and reporting

- Work closely with cross-functional teams to maximize ROI for brand awareness, and acquisition/retention campaigns
- Own end-to-end customer nurture journeys and deliver programs designed to optimize and drive customer success
- Produce reports on campaign performance and provide insights and recommendations for ongoing and future campaigns

SEARCH ENGINE OPTIMIZATION PROJECT

- Spearheaded an SEO project for a leading Interior designer in South India. Involved in the creation of a user-friendly website with relevant services. Developed content marketing campaigns to target niche audiences by publishing high-quality content and performed on-page and off-page optimisation techniques
- Analysed the past Search Engine ranking metrics of the website to understand the problem. Upon analysing the previous data, it was understood that the site lacked essential pages and had issues with its technical SEO. The gaps were discussed with UI/UX and technical teams, and the exact changes were briefed to the customer
- Rebuilt their organic strategy and made it more “SEO-Friendly” through on-page optimisation and technical SEO. Created high-quality backlinks from high-authoritative sources. Disavowed spammy links that were targeting client websites and made dynamic changes to the strategies based on SEO reports
- Within a tight timeline of a year, enhancing the organic search by +350%, generating 120+ qualified leads every month. Through effective keyword optimisation, the site ranked on the top of the first page in SERP for 30+ keyword searches

SEARCH ENGINE MARKETING PROJECT

- Alter Ego Communications worked with a renowned bank to drive the launch and adopt the Bank’s web application. The organisation created the site’s design, copy, nuts, and bolts over seven months and guided it to a successful debut in July 2021. It was established to adopt a content marketing approach to propel the marketing of the Bank’s web application. Through sharing helpful content and promoting the Bank’s thought leadership, Alter Ego Communications sought to increase conversions and create a stronger value proposition
- The strategies adopted were value proposition optimization, conversion-optimized website, A/B Testing, persuasive landing pages, video, and podcasting (optimized for Google Hummingbird with transcriptions), eBooks written for top-of-the-funnel calls to action, weekly blogging, social media marketing, SEO, and paid search management (Google AdWords, Facebook ads, and more). Crazy Egg heat mapping was used to perform extensive user testing analysis and to determine ROI when users sign up and make deposits off the main URL
- The new banking site was an instant hit and generated millions of monies in deposits at a fraction of the paid search spend in a noticeably short amount of time

SOCIAL MEDIA MARKETING PROJECT

- Handled social media marketing projects for a travel organisation. The ulterior goal was to disseminate the destination and its summer events through social media channels. Hence, the number of ad impressions and cost per impression was selected as the primary KPIs. The target group were domestic tourists in India and other countries
- We realized that almost every person has some memory of the Maldives since it is a destination that is often visited on couple's tours. We wanted to remind these people of those good old times and encourage them to revisit the Maldives with their families.
- Specific targeting and tailor-made ads were made for each target group and hence secured low ad prices – for each impression, on average, package cost was paid
- Obtained 120k views for the Maldives campaign, spending a small price. As a by-effort, improved the client's Instagram channel by posting high-quality content, increasing the followers from 1k to 45k, achieving a 45% – 65% jump every travel season

May 2014 - July 2016 | BEST Advertising Agency Pvt.Ltd, Chennai | Sr.Digital Marketing Analyst

HIGHLIGHTS

- Worked with clients from Real Estate Industry, Education, Retail, Manufacturing, and FMCG, running campaigns to improve their digital presence and lead conversions
- Managed campaigns including PPC, Facebook, Instagram, YouTube, LinkedIn and Twitter Ads and Email Marketing
- Analyzed key performance indicators and reported to the social media team and Brand Managers
- Ensured campaigns are delivered to agreed processes, on time and budget, and meet the required quality standards
- Managing the implementation, tracking, and measurement of social media ad campaigns targeted at specific audience segments for views, engagement, and follower campaigns on all key products.
- Monitor, test, and adjust campaigns to raise ctr and conversion rates, analyze and report on campaign performance to assess impact and influence.
- Determine business goals, KPIs and implement strategic analytics solutions to meet clients needs.
- Performing detailed analyses to assist clients understanding of how users interact on their website and the effect of other marketing channels and efforts on the overall customer journey.
- Providing data-driven recommendations and insights to optimize site content and the user experience with the goal of improving digital marketing strategies and increasing brand awareness, website engagement and demand generation.
- Performing the day-to-day ad placement, scheduling, and updates for customers, including rich media ad placements, 3rd party ads tags, investigate and resolve delivery/performance issues.
- Performing competitor benchmarking analysis and identifying savings opportunities and potential product enhancements.

Dec 2013 - April 2014 | RK Designs Pvt.Ltd, Chennai | Digital Marketing Analyst

HIGHLIGHTS

- Started as an SEO Analyst and was subsequently assigned to handle small budget full suite digital marketing campaigns
- Coordinated the implementation of the marketing strategy and assessed the results.
- Provided marketing insights by analyzing data aggregated from various web analytic packages such as Google analytics, stat counter to provide a holistic analysis of customer behavior and website experience thus increasing conversion ratios.
- Used Google tools to track daily, weekly and monthly progress and web trends.
- Had been successful in driving more traffic to the clients' websites and getting goal conversions.
- Developed well-researched keyword-lists using specialized SEO tools to build SEO strategies.
- Created, positioned, and launched innovative products and service offerings.
- Independently handled the first Google AdWords Campaign for a travel company
- Attended 5+ Social Media Workshops to improve Digital Marketing Skills

Dec 2012 - Nov 2013 | India Property Pvt.Ltd, Chennai | SEO Analyst

HIGHLIGHTS

- As an SEO Analyst, responsible for ensuring the efficient day-to-day management of SEO best practices, analysis, and activation across web/technology platforms as well as Marketing and Content.
- Coordinated the implementation of the marketing strategy and assessed the results.
- Provided marketing insights by analyzing data aggregated from various web analytic packages such as Google analytics, stat counter to provide a holistic analysis of customer behavior and website experience thus increasing conversion ratios.
- Used Google tools to track daily, weekly and monthly progress and web trends.
- Had been successful in driving more traffic to the clients' websites and getting goal conversions.
- Developed well-researched keyword-lists using specialized SEO tools to build SEO strategies.
- Developed and implemented measurement platforms for all ongoing projects to ensure timely delivery through Google tools - Analytics, trends, search keyword tool, webmasters.

EXPERTISE

- Campaign Strategy Development
- Team Leadership
- ROI and ROA Analysis
- Multi-Channel Marketing
- Stakeholder Management
- Campaign Reporting
- Data Analytics
- Influential Communication
- Analytical Problem Solving
- Workflow Management
- Adaptable
- Interested in learning new things
- Takes initiative
- Curious
- Forward-thinking
- Understands business and marketing strategy

MARKETING TOOLS

TECHNICAL MARKETING SKILLS

- Search Engine Marketing
- Pay Per Click
- SEO
- Social Media Marketing
- CRO
- A/B Testing
- Email Marketing
- Automation
- Funnel Management
- CRM
- UX Design Analysis
- Data Analytics
- Screaming Frog

MARKETING SOFTWARE SKILLS

- Netpeak Spider
- Adobe Photoshop
- Adobe Premiere Pro
- Canva
- Microsoft PowerPoint
- HTML
- CSS
- WordPress
- Wix
- Weebly
- Ahrefs
- SEMrush
- SEO Power Suite
- Majestic
- HubSpot
- Aritic PinPoint
- ONTRAPORT
- Infusionsoft
- Google Drive
- OneDrive
- WeTransfer
- MailChimp
- GetResponse
- Google Analytics
- Google Search Console
- Google AdWords

EDUCATIONAL & CREDENTIAL

ACADEMIA

- **Master of Computer Science, India** - Recognized by the University Grants Commission (UGC) of India
- **Bachelor of Computer Science, India** - UGC Recognized Alagappa University, Tamil Nadu, India

CERTIFICATIONS

- **Google Digital Unlocked** - The Fundamentals of Digital Marketing Certification (ID: KP8 39L 3ZR)
- **Google App** - The fundamentals of creating and optimizing Google App campaigns (ID: 69665229)
- **HubSpot Academy** - Inbound Marketing Certified (ID :afdb26ac54ed4358b977ee1c775d78)
- **SEMRush Academy** - Certificate of achievement for the SEO Fundamentals Exam (ID : #d9f388113e22dc8)

ACHIEVEMENTS

- Best "**Lead Generator Award for B2B 2019**" at AlterEgo Communications Pvt,Ltd, Chennai, India
- Best "**Local SEO On-Page Contributor Award**" at SEMRush Killer features Workshop at Chennai, India

STRENGTH

- Smart worker, delivers work on time and goes beyond
- Always open to take up new responsibilities and willing to learn a lot
- Great with people, in bringing out their best

PERSONAL DETAILS

Interests : Reading Tech Blogs, Photography and Travelling

Date of Birth : 14/03/1989

Languages Known : English, Tamil (Speak, Read & Write)

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SOCIAL MEDIA

