

DIGITAL MARKETING TRAINER YOGANAND

Yoganand Ayyagari

Address: PLOT 277, Gokul Plots, 9th Phase,
K.P.H.B Colony, Kukatpally, Hyd.

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Career Objective:

To pursue a professional career & a challenging position in a competitive and progressive environment, where I can effectively contribute my skills as SEO, PPC, Paid Media Social Media Professional by possessing component Technical skills.

Expertise:

- ◆ Search Engine Optimization (SEO)
- ◆ PPC, Display & Video Ads
- ◆ Facebook & LinkedIn Marketing
- ◆ Affiliate Ad Networks
- ◆ Mobile Marketing
- ◆ Lead Generation/Web Analytics
- ◆ Video Marketing
- ◆ Email Marketing

Education:

- B.com from Osmania University 2003.
- Certified From **Google, Bing, Hubspot, and YouTube.**

Professional Experience:

Company: Digital Floats Hyderabad (March 2016 – Present)

Designation: Digital Marketing Trainer

Responsibilities:

- Provide Digital Marketing classroom/online Training.
- Explain Case studies of the Present Market Trending Concepts for Trainees.
- Conduct Webinars, Events & Workshops for running batches and completed batches for our Students, working Professionals, Business people & Households.
- Conduct clarification Sessions for the trainees at different intervals.
- Manage Paid Marketing Campaigns in Google on both Search & Display Network.
- Manage Social Media Marketing Campaigns on Facebook & LinkedIn.
- Use Google Analytics for smart analytics of overall campaigns and specific online/offline promotions.
- Keep up-to-date with constantly changing technological and search engine trends, algorithms and ranking factors.

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Company: Instigate tech (GoRummy.com) Hyderabad (Nov 2015 – Feb 2016)

Branch of AJR Info systems

Designation: Sr. Digital Marketing Executive

Responsibilities:

- Managing SEO activities strategy development, keyword research, managing back links and link-building.
- Managing Paid Marketing Campaigns in Google on both Search & Display Network.
- Social Media Marketing Campaigns on Facebook, LinkedIn & Pinterest etc.
- Managing Email Marketing campaigns for Go Rummy, using major tools like sendgrid, Mail Chimp etc.
- Managing Ad networks campaigns like adsplay, Opicle etc.
- Using Google Analytics for smart analytics of overall campaigns and specific online/offline promotions.
- Keep up-to-date with constantly changing technological and search engine trends, algorithms and ranking factors.

Company: AJR Info systems, Hyderabad (April 2015 – Oct 2015)

Designation: Digital Marketing Executive

Responsibilities:

- Plan and manage Social Media Marketing strategies on LinkedIn, Twitter, Facebook, Google+ and YouTube
- Create Social Media Campaigns and calls-to-action to drive target customers to client sites and generate leads.
- Interact with members in social media to increase views and connections.
- Perform Website Analysis, keyword research and assess link building opportunities
- Prepare analytics and ranking reports and present to clients and management

Company: Whacked out, Hyderabad (June 2014 – Mar 2015)

Designation: Video Marketing Expert

Responsibilities:

- Performed Channel Analysis, keyword research and assess link building opportunities
- Performed competitor Video SEO research
- Prepared analytics and ranking reports and present to clients and management
- Kept up-to-date with constantly changing technological and search engine trends, algorithms and ranking factors
- Improved and maintained video ranking in YouTube channel and Google search page.

Company: DIGIQUESTSTUDIOS, Hyderabad (July 2013 – May 2014)

Designation: Sr. SEO/SEM Analyst

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Responsibilities:

- Involved in SEO strategy development, keyword research, managing back links and link-building.
- Performed SEO, PPC, SEM, SMM campaigns creation, control and analysis.
- Involved in events organization: planning, implementation, and quality control.
- Prepared analytics and ranking reports and presented it to clients and management

Company: Comprint Multimedia, Hyderabad (April 2010 – June 2013)

Web: www.comprintcdworld.com

Designation: SEO Analyst

Responsibilities:

- Involved in SEO (Search Engine Optimization) On Page/Off Page.
- Performed Social Media Optimization.
- Involved in YouTube Promotion for Comprint Channel.

Other Activities:

I also acted as a Freelance Trainer for Digital Marketing with training institutes and it helped me to develop my skills in a more professional way.

Personal Details:

Father Name : Mr. A. Srinivas Murty
Date of Birth : 10th Jan, 1983
Marital Status : Married
Language : Telugu, Hindi & English.
Permanent Address : 302, 3rd Floor, PLOT 277, Gokul Plots, 9th Phase,
K.P.H.B Colony, Kukatpally, Hyd.

Declaration:

I hereby declare that all the above provided information regarding me is correct and true to the best of my knowledge.

Place: Hyderabad

Date:

(A.YOGANAND)

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