

PRAVEEN MANOHARAN

DIGITAL MARKETING MANAGER

I'm practicing digital marketing over the last 3+ years by working in the Advertising agency, FMCG and Healthcare(fertility) departments. My work focuses on Creating Content & overview designing for Social media pages for clients, SEO for their website, running campaigns to create brand awareness & generate leads, and monitoring & maintaining the team spirit. Reporting social media performance to clients.

WORK EXPERIENCE

Digital Marketing Manager

A4 HOSPITAL AND FERTILITY CENTRE, CHENNAI
SEPTEMBER 2020 TO TILL NOW

- Creating social media calender and creative posters using Photoshop and canva.
- Video basic edits and uploading on multi platforms and check analytics of videos in social platforms.
- Create report for social media channels like facebook,instagram, and Youtube.
- SEO On-page and technical page for our websites.
- Maintaining off-page works like social bookmarking, link building, link and image submission, and others
- Running Paid Campaigns on Facebook Ad manger, and Google Adwords.

Digital Marketing Lead

PLUS91 ULTIMATE CINEMAS, CHENNAI
JUNE 2018 TO AUGUST 2020

- Creating poster content and maintain clients social media posters using Photoshop and canva..
- Maintaining off-page works like social bookmarking, Link building, link and image submission, and others
- Optimizing website with help of google analytics, lighthouse, insight tools.
- Handling Designing and SEO Team for performance and assigning works to them and making KPI Reports
- Worked for Food, Jewellery, Chits, Hospital Industry clients.

EDUCATION BACKGROUND

Pallavan College of Engineering, Anna University

MBA FIRST CLASS 2014 - 2016

Sri Sankara College of Arts and Science, Madras University

BSC. [CS] FIRST CLASS 2011 - 2014

CONTACT INFORMATION

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TOOLS



CERTIFICATION

- Fundamentals of Digital Marketing - Google
- SEO Toolkit Exam - SEMRUSH
- Digital Marketing Online Course - Accenture
- Python for Data Science - Data Camp
- Diploma in Computer Application - TN Co-operative

LANGUAGE KNOWN

