

VISHNU PRASAD E G

PERSONAL

Name

VISHNU PRASAD E G

Address

Nagappareddy Layout,Kagadasapura,CV Raman Nagar
560093 Bengaluru

Phone number

+91 6238828629

Email

vishnuprasadeg50@gmail.com

Date of birth

10-07-1988

Place of birth

Wayanad, Kerala

Gender

Male

Nationality

INDIAN

Marital status

MARRIED

Driving licence

1222092007

Website

www.vishnuprasadeg.com

LinkedIn

www.linkedin.com/in/vishnu-prasad-e-g-229b8918a

INTERESTS

- Online Surfing
- Blogging & Vlogging
- Skill Upgrading
- Early morning siteseeing
- Photography
- Voice Over
- Video Production

LANGUAGES

ENGLISH



HINDI



MALAYALAM



KANNADA



TAMIL



Looking for an opportunity to bring expertise to the forefront of a leading company's marketing research team through Digital Marketing analysis . I am a Digital marketer by choice.Digital marketing executive with a demonstrated history of working experience in the field of information technology, Product industry and services industry, Skilled and certified in Search Engine optimization (SEO),Social media optimization(SMO), Search Engine Management (SEM) and Advanced Microsoft Excel. Strong Marketing professional with Post graduation in MBA Marketing Management.

WORK EXPERIENCE

Sr. Process Associate

Jul 2019 - Present

Robert Bosch Engineering and Business Solutions, Bengaluru

Manage a variety of digital media campaigns Including paid search and develop strategies and tactics for clients.

Tested Company name Ad words for highest quality score

Campaign adjustments in coordination with team member

performed projects and prepared project report for submission to management

Performed keyword research on a regular basis

Executed PPC campaigns on a variety of networks

Organized and evaluated SEM and SEO campaign reports

Formulating PPC strategies for maximum efficiency

Monitor and analyze the reporting of paid search and digital media campaigns.

Worked to optimize conversion rates for various PPC projects

day to day implementation of paid search tactics that include keyword development,

budget allocation, as well as campaign optimization, Planning, negotiating and

executing digital media campaigns based on client objectives.

Assist in the maintenance and monitoring of keyword bids, daily and monthly budget caps, impression share ,quality score ,conversions, cost per lead, and other important account metrics.

Track and identify opportunities to improve email campaign performance.

Sr. Process Executive

Nov 2018 - Jul 2019

COGNIZANT, Bengaluru

Google snippets Management

Google ad words Management

Create high quality content

Creating question and answer pages

Doing proper keyword research

Filling the page with high quality images

Develop and execute all clients email campaigns that drive list growth and lead generation

Analysis and creating proper add group.

Campaign Management

providing dimensions and metrics for Google analytics report

On-Page submission,off page submissions

Providing back links

keyword research using keyword planner

Creating social media snippets

Sr. Marketing Executive

May 2013 - Nov 2018

SYSNOV TECHNOLOGIES, Bengaluru

Management of online marketing campaigns

Strategic planning of SEO and PPC campaigns

Analyzing performance of Search Engine Marketing Programs
 Conducting industry research
 Writing analytical and monthly progress reports
 Other tasks as necessary
 Maintaining the website this includes SEO
 Evaluating the important metrics that effect the website traffic and website Experience
 Planning ,Monitoring and managing the company presense on social media
 Coordinating with the external marketing team
 Preparing Site Audit report
 Generating the leads and regular follow up
 Setting up and optimizing Google Ads campaigns.
 Researching the best keywords using tools as Google ad-words, with less competition and high search volume keywords.
 Up-to-date with the latest trends and best practices in online marketing and measurement.
 Creating and manage campaigns, ads, bids, landing pages.
 Create and run social media reach, lead generation and engagement ad campaigns on various social media platforms.
 Developing Website structure, Linking patterns, Breadcrumb, Sitemaps and Content structure.
 Landing Page Optimization for getting best Return on Investment (ROI) for PPC campaigns.
 Promoting Websites on Different Social Networking Website: Linked In, Face book and Twitter Performing keyword analysis

Process Executive Feb 2012 - May 2013
 INFOSYS, Bengaluru

Proof Reading for website
 Content Editing and Reporting
 Proper Content management
 Research and Content discovery
 Check plagiarism and eliminate duplication
 Content editing and reporting
 Catalogue management
 Managing content using duply checker and article Re-writer

EDUCATION AND QUALIFICATIONS

MBA Marketing Management Jul 2009 - Jun 2011
 SEACET COLLEGE (VTU UNIVERSITY), Bengaluru

BBA COMPUTER APPLICATION Aug 2006 - Jul 2009
 PAZHASSI RAJA COLLEGE (CALICUT UNIVERSITY), WAYANAD

PLUS TWO COMMERCE GROUP Jul 2004 - Jun 2006
 GOVERNMENT HIGHER SECONDARY SCHOOL, WAYANAD

10 th May 2003 - Mar 2004
 ST, JOSEPH'S ENGLISH HIGH SCHOOL, WAYANAD

SKILLS

MICROSOFT OFFICE	● ● ● ● ●
ZOHO OFFICE SUITE	● ● ● ● ●
JIRA	● ● ● ● ●
SQL	● ● ● ● ●
Wordpress	● ● ● ● ●
Mailchimp	● ● ● ● ●
Adobe Photoshop	● ● ● ● ●
Google search console	● ● ● ● ●
Google Adwords	● ● ● ● ●

Google Analytics



Bing Ads



facebook Ads



Canva



SEMRush



Filimora

