



Balakumar Saravanavel

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Fundamentals Certification



LinkedIn Marketing Labs

Marketing Strategy Certification



LinkedIn Marketing Labs



Career Objective:

To secure a challenging position where I can do maximum contribution to achieve the vision of any organization, company or industry that should offer professional growth, which can be mutual, resourceful, innovative and flexible.

Experience and Educations:

<p>Experiences</p>	<ol style="list-style-type: none"> 1. Senior Manager Analytics at Tata SIA Airlines – Nov 2021 to Now 2. Digital Marketing Manager at Softcrylic - Jan 2020 to Nov 2021 3. Digital Analytics – Team Lead at Softcrylic - June 2014 to Jan 2020 4. Digital Marketing Lead at Zanec Soft Tech - June 2013 to May 2014 5. Senior SEO Analyst at BillingParadise - Oct 2011 to June 2013 6. SEO Executive at iSource IT Enable Pvt Ltd - April 2011 to Oct 2011
<p>Key Role & Responsibility</p>	<p>Digital Marketing:</p> <ul style="list-style-type: none"> ✓ Increase Brand Visibility by Improving Website Traffics ✓ Developing SEO, SMO, SEM & SMM Strategies ✓ Plan and Execute Content Promotion Strategies ✓ Email Marketing Automation by Mailchimp & Hubspot ✓ Set Up Audience, Adgroups, Create Ads in Google Ads ✓ Manage Campaigns in LinkedIn Campaign Manager ✓ Set Up Campaigns, Ad Sets and Ads in Facebook Ads Manager ✓ Manage Company Brand Pages in LinkedIn, Twitter, Instagram etc. ✓ Produce Regular Campaign Performance Reports using Adobe Analytics & Google Analytics ✓ Deliver Website Performance Report using AA & GA ✓ Weekly Status call with Leadership team ✓ Organize Webinars to Increase Softcrylic Capabilities <p>Tag Management:</p> <ul style="list-style-type: none"> ✓ Analytics Implementation through Tag management tools – Adobe Launch, Ensignten, Google Tag Manager ✓ Create rules in Adobe launch by building data elements, conditions and set variables to send beacons to analytics tool server ✓ Creating Tech specification to Implement Data Layer and Analytics variables on Web applications and eCommerce sites ✓ Define data Layers based on W3C standards by understanding business model ✓ Create, Test, Deploy & Manage 3rd Party Marketing Tags in Adobe Launch, Ensignten, Google Tag Manager ✓ Set Up Event Tracking through Adobe Launch, Ensignter, and Google Tag Managers ✓ Set up Conditions/Triggers in Tag Management Tools ✓ QA or validate analytics variables and 3rd party marketing pixels ✓ Analytics audit to find broken tags and data anomalies <p>Analytics:</p>

	<ul style="list-style-type: none"> ✓ Digital Analytics Process Define & Set Up ✓ Accountable for Off-shore Project Deliverables ✓ Delegate Tasks to Team Members to Meet Digital Analytics Deliverables ✓ Adobe Analytics/Google Analytics Configuration & Implementations ✓ Pulling Key Metrics from Analytics Tools ✓ Extracting Data Using Report Builder ✓ Schedule Reports using Data warehouse or Workspace ✓ Set Up Data Blocks in Excel Through Report Builder ✓ Create and Distribute Daily, Weekly and Monthly reports ✓ Preparing Ad hoc reports using Ad-hoc Analysis Tool(Discover) ✓ Real-Time Analysis
<p style="text-align: center;">Tools</p>	<p>Digital Marketing</p> <ul style="list-style-type: none"> ✓ Facebook Ads Manager ✓ LinkedIn Campaign Manager – Certified by LinkedIn Marketing Solution ✓ Google Ads - Certified by Google ✓ Mailchimp ✓ Hubspot ✓ SEMRush ✓ MOZ ✓ Bitrix24 ✓ Google Search Console ✓ JIRA <p>Tag Management</p> <ul style="list-style-type: none"> ✓ Adobe Launch ✓ Ensignten ✓ Google Tag Manager <p>Analytics:</p> <ul style="list-style-type: none"> ✓ Adobe Analytics ✓ Google Analytics ✓ ForeSee ✓ Semrush ✓ MOZ ✓ Woorank ✓ Facebook Insights
<p style="text-align: center;">Education</p>	<p style="text-align: center;">MBA in Marketing & Finance Mohammed Sathak Engineering College – Keelakkarai</p> <p style="text-align: center;">BCA - Bishop Heber College-Trichy</p>
<p style="text-align: center;">Techniques</p>	<p style="text-align: center;">Digital Analytics, Tag Management, SEO, SMO, SEM, SMM, PPC</p>
<p style="text-align: center;">Additional Skills</p>	<p style="text-align: center;">Java Scripts, Dream Weaver, HTML, Typing, MS Office, SQL, DBMS</p>
<p style="text-align: center;">Client Websites</p>	<p style="text-align: center;">Softcrylic.com, Delta.com, Virginalantic.com, Weather.com, Randstad.com, BillingParadise.com, Talent2.com, Jurlique.com, Babysavings.com.au, Fixodo.com</p>

Portfolio:

- I. Softcrylic.com
 - a. SEO, LinkedIn Campaign Manager, Content Promotion, Mailchimp, CRM, Google Ads
- II. Delta.com
 - a. Digital Analytics, Tag Management, Regular Reports, Adhoc- Reports
- III. Virgin Atlantic
 - a. Digital Analytics, Tag Management, Regular Reports, Adhoc-Reports
- IV. Venper Academy
 - a. Tag management, Google Ads, SEO, Google Analytics, Google Maps Optimization and Facebook Ads Manager
- V. Jurlique
 - a. Google Ads, Google Places for Business, Facebook Ads Manager, Facebook Insights
- VI. Talent2
 - a. SEO, Paid Search, Social Media Marketing
- VII. Fixodo
 - a. Search Engine Optimization, Local SEO, Google Ads, Facebook Ads Manager

Academic performance:

- In my school days, I won several prizes and certificate in speech, drama etc.
- I organized many programs in my UG as a representative.
- I participated many management meet conducted by various colleges.

Project in Management Studies (MBA):

Customer Perception in On-line Purchasing: It will tell you the On-line customer perception and their expectation towards On-line purchasing based on their Economic and Cultural factors.

Title- Customer Perception in On-line Purchasing

Organization- iSource IT Enable Pvt Ltd

Specialization- Marketing Management

Personal profile:

Date of Birth: 17th Oct 1988

Gender: Male

Marital status: Single

Father's name: M. Saravanel

Nationality: Indian

Hobbies: News/Blog Readings, Cricket, Tennis, Badminton, Carom

Permanent Address: 141- Nallendiran Street,
Elandaikudam (Po),
Ariyalur (DT), Pin: 621851

Declaration:

I here by declare that the above furnished information is true to best of my knowledge.

Place:

Date: (Balakumar Saravanel)