

# Balakumar Saravanavel

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## Career Objective:

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

## Experience and Educations:

<b>Experiences</b>	<ol style="list-style-type: none"><li>1. Digital Analytics – Team Lead at Softcrylic (From June 2014 to Present)</li><li>2. Digital Marketing Lead at My Digital Marketing Team (From 10<sup>th</sup> June 2013 to May 31<sup>st</sup> 2014)</li><li>3. Senior SEO Analyst at BillingParadise (From 7<sup>th</sup> Oct 2011 to 7<sup>th</sup> June 2013)</li><li>4. SEO Executive at iSource IT Enable Pvt Ltd. (From 1<sup>st</sup> April 2011 to 7<sup>th</sup> Oct 2011)</li></ol>
<b>Key Role &amp; Responsibility</b>	<ul style="list-style-type: none"><li>✓ Sitecatalyst/Google Analytics Account Configuration and Implementations</li><li>✓ Custom Traffic and Custom Conversion Variables Implementations</li><li>✓ Pulling Key Metrics from Analytics Tools</li><li>✓ Creating and Distributing eCommerce Daily, Weekly and Monthly reports</li><li>✓ Preparing Ad hoc reports</li><li>✓ Creating and Managing eCommerce Dashboards</li><li>✓ Real-Time Analysis</li><li>✓ Goals and Funnel Visualizaion</li><li>✓ Improving Website Traffics and Performance</li><li>✓ Developing SEO, SMO, SEM &amp; SMM Strategies</li><li>✓ Generating Traffic by using SEO, SMO, SEM and SMM</li><li>✓ Implementing Schema codes to get Rich Snippet Over SERP</li></ul>
<b>Educational Qualification</b>	MBA- Mohammed Sathak Engineering College – Keelakkarai BCA- Bishop Heber College-Trichy
<b>Tools</b>	<ul style="list-style-type: none"><li>✓ Omniture/Adobe Sitecatalyst/Adobe Marketing Cloud</li><li>✓ Google Analytics/Google Tag Manager</li><li>✓ Facebook Insights</li><li>✓ Ensignten</li><li>✓ ForeSee</li><li>✓ Google Webmasters</li><li>✓ Google Adwords</li><li>✓ JIRA</li></ul>
<b>Digital Marketing Techniques</b>	Tag Management, Digital Analytics, Schema Codes, SEO, SMO, SEM, SMM, PPC
<b>Additional Skills</b>	Dream Weaver, HTML, Typing, MS Office, SQL, DBMS
<b>Few of My Client Websites</b>	Delta.com, Weather.com, Talent2.com, Jurlique.com, Babysavings.com.au, Health2con.com, Getactive.in, GlobalIT.net.au, Searchwords.com.au

**Portfolio:**

- I. Delta.com – Digital Analytics
- II. BuildingBlocks – SEO, Google Adwords, Branding, Digital Analytics, Tag Management
- III. LittleShopper – SEO, Google Adwords, Remarketing, Digital Analytics, Branding
- IV. COKE – Tag management
- V. Jurlique – Google Adwords, Google Places for Business
- VI. Talent2 – SEO, Social Media Marketing

**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:** 17<sup>th</sup> Oct 1988.

**Gender:** Male.

**Marital status:** Single.

**Father's name:** M. Saravanel

**Nationality:** Indian

**Hobbies:** Spending time on Automobile sites & watching Cricket & Tennis.

**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)**