

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:

Experiences	<ol style="list-style-type: none">1. Digital Analytics – Team Lead at Softcrylic (From June 2014 to Present)2. Digital Marketing Lead at My Digital Marketing Team (From 10th June 2013 to May 31st 2014)3. Senior SEO Analyst at BillingParadise (From 7th Oct 2011 to 7th June 2013)4. SEO Executive at iSource IT Enable Pvt Ltd. (From 1st April 2011 to 7th Oct 2011)
Key Role & Responsibility	<ul style="list-style-type: none">✓ Sitecatalyst/Google Analytics Account Configuration and Implementations✓ Custom Traffic and Custom Conversion Variables Implementations✓ Pulling Key Metrics from Analytics Tools✓ Creating and Distributing eCommerce Daily, Weekly and Monthly reports✓ Preparing Ad hoc reports✓ Creating and Managing eCommerce Dashboards✓ Real-Time Analysis✓ Goals and Funnel Visualizaion✓ Improving Website Traffics and Performance✓ Developing SEO, SMO, SEM & SMM Strategies✓ Generating Traffic by using SEO, SMO, SEM and SMM✓ Implementing Schema codes to get Rich Snippet Over SERP
Educational Qualification	MBA- Mohammed Sathak Engineering College – Keelakkarai BCA- Bishop Heber College-Trichy
Tools	<ul style="list-style-type: none">✓ Omniture/Adobe Sitecatalyst/Adobe Marketing Cloud✓ Google Analytics/Google Tag Manager✓ Facebook Insights✓ Ensignten✓ ForeSee✓ Google Webmasters✓ Google Adwords✓ JIRA
Digital Marketing Techniques	Tag Management, Digital Analytics, Schema Codes, SEO, SMO, SEM, SMM, PPC
Additional Skills	Dream Weaver, HTML, Typing, MS Office, SQL, DBMS
Few of My Client Websites	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: 17th 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)