

RUDAVATH SWETHA

Contact: +91-9182894342

rswetha2020@gmail.com

CAREER OBJECTIVE

- Digital Marketing professional with over **6 yrs.** of experience including Social Media Marketing (SMM), Search Engine Optimization (SEO), Search Engine Marketing (SEM), and Email Marketing
 - Responsible to initiate and enhance digital campaigns across multiple digital marketing platforms like Google, Facebook, and other social media.
 - Responsible for reporting and analysis of each channel's performance, as well as assisting in strategy and planning. Data-driven and has experience in manipulating data and designing reports that tell a clear story.
-

CORE COMPETENCIES

- PPC Ads, Paid Social Media Ads
 - Brand Management
 - Data Analytics
 - Operations Management
 - Business Analytics
-

WORK EXPERIENCE

- Paid Marketing Specialist at Cognizant Technology Services (April 2022-Present)
 - Digital Marketing Specialist at ONPASSIVE Technologies Pvt. Ltd (Feb 2021- Mar 2022)
 - PPC Analyst at Picknhook Online Services Pvt Ltd (Dec 2019 - Feb 2021)
 - Sr.SEO Analyst at Satya Technoid Pvt Ltd (Dec 2016 - Nov 2019)
-

ROLES AND RESPONSIBILITIES at COGNIZANT

- Responsible for planning and implementing campaigns among various digital platforms like Google, Facebook and other social media.
- Tracking the performance and pacing of campaigns on a daily basis.
- Experience in growth strategies and media planning & brand Uplift
- Generating and analysing reports to picture clear insights on the outputs.
- Building strategies to drive the users down the consumer funnel.
- Monitoring the competitor's strategies and countering with better strategy to stay on the top of the competition.
- Executing Paid Marketing (Google, Facebook) campaigns on a regular basis for Conversions, Lead Generation, Traffic, and branding objectives
- Analysing the performance of Digital Marketing campaigns against the KPIs and suggesting the recommendations to improve the overall marketing performance
- Research on industry & competitor trends to apply best practices to client portfolio
- Good command over Google analytics, search, ad campaigns & optimizations.
- Gathering the feedback from Programme managers to improve the effectiveness of the campaigns in terms of lead quality, targeting, etc.

ROLES AND RESPONSIBILITIES at ONPASSIVE

- Planning, implementing and monitoring daily operational activities.
- Worked closely with marketing team in creating marketing strategies on digital platforms like Google and Facebook to create demand.
- Worked closely with the tech team in optimizing firm's websites and mobile applications.
- Analyzing both marketing and operational activities on weekly basis and building strategies to optimize them accordingly.

ROLES AND RESPONSIBILITIES at PICKNHOOK

- Create All Social network account and Business page in Face Book, YouTube, Twitter, LinkedIn, Pinterest, Instagram etc.
- Identify, evaluate and monitor relevant social media channels.
- Implement strategies for using social media channels for marketing purposes.
- Establish relationships with online communities by identifying key influences.
- Manage social media properties such as Face book, LinkedIn and twitter.

ROLES AND RESPONSIBILITIES at SATYA TECHOID

- On-page Knowledge – Keyword Research, Permalink, Tittle tag optimization, Meta Description, Meta Tags, Header Tags, Images alternative text tag, Font Decoration tag, Keyword density, Inner links(or) in bound links, social bookmarks, Page load speed, Site map, Robots.txt etc.
- Off-page Knowledge – Directory submission, Article submission, Press releases, Social Bookmarking submission, Blog commenting Submission, Forum discussion,

TECHNICAL EXPERTISE

- Working knowledge on ad platforms like Google, Google Editor, Facebook, SA360, Bing Advertising, and LinkedIn
- Practical Knowledge on Photoshop CS6, MS Excel, Canva and PowerPoint

OTHER SKILLS

- Asana
- Jira
- DBoard

EDUCATION HISTORY

- Bachelor of Engineering from (June 2011-May 2015) at JawaharlalNehru Technological University, Hyderabad, Telangana with **78.5%**
- Intermediate (M.P.C) from (June 2009-May 2011) at SR Junior College in Khammam, Telangana with 90.8%

PERSONAL DETAILS

- Name : Swetha Rudavath
- Date of Birth : 02-June-1993
- Languages : Telugu, Hindi & English

I hereby declare that all the details furnished above are true to the best of my knowledge and belief.

(SWETHA RUDAVATH)