

CURRICULUM VITAE  
NAIR VAISHAK M.K.SETHUMADHAVAN

**CAREER OBJECTIVE:**

To give my best possible outcome in every challenging situation which would be examined through individual capability and team work, thus enhancing to face the co-operative world and make my own positive benchmark at the place where I work.

**AREA OF EXPERTISE:**

Content Creation | SEO for Landing Pages & Blogs | Website Design and Development | Market Research | Paid Campaigns | Brand Management | Re-marketing | SMO | SEM

**ACADEMIC PROFILE:**

Course	Institution	Board / University	Year	Class
MCA	IBMR	Pune University	2014	1st Class
BCA	Nehru Arts and Science College	Bharathiar University	2011	1st Class
12th (HSC)	SV Union	Maharashtra Board	2008	Higher Secondary
10th (SSC)	Stella Maris High School	Maharashtra Board	2006	1st Class

**EXPERIENCE**

**Digital Marketing Associate - ProMobi Technologies (Jan 2018 - August 2020)**

At ProMobi Technologies I got opportunity to plan and enhance online presence for SaaS based survey & kiosk solutions. Worked on two web-based products, Brew Survey and Scalefusion, improved keyword ranking, created content for landing page and newsletters, increased returning visitors with the help of content marketing on sites like Quora, Medium & few web 2.0 websites.

**Scalefusion - by ProMobi (Sep 2018 - August 2020)**

**Website Management, Search Engine Optimization & Content Writing**

- Created microsite and improved 30% of annual revenue (2019) for our kiosk-based product. Was involved in designing, content contribution, deciding URL structure.
- Improved Alexa ranking from 500,000 to 59,000
- Increased Domain Authority from 30 to 42
- Reached 1st Page of Google for keywords like kiosk solution, kiosk management software, team communication app, digital signage kiosk solution
- Maintaining keyword density on the website to maintain organic search position on Google
- Improved 250+ keywords for the product, worked on web 2.0 sites, Article Submission,

enhanced our presence in Google SERP as well as on Social Media Platform.

- Analyzing user behavior on website using Hotjar & initiating necessary changes on pages
- Developing & managing content for all digital marketing activities (including Blogs/Articles/Surveys/Case Studies, Social Media, Mailers, SEM etc.)
- Designed monthly newsletter using HubSpot, optimized blogs that helped improving quality signups
- Engaged on relevant topics in forums, got backlinks from high DA forums by lenovo.com & sap.com

### **Paid Marketing Campaigns**

- Worked on paid campaigns, took complete responsibility to create, run and maintain paid campaigns on Google AdWords, Quora, Reddit and Outbrain
- Improved CPC bids by continues A/B testing, analyzed heatmaps of the pages and made on page changes
- Maintained monthly budget by optimizing CPC & increased quality leads that convert

### **Social Media Marketing**

- Created Social media pages on LinkedIn, Facebook, YouTube Channel etc
- Designed and created posts for Facebook & LinkedIn
- Planned & executed Facebook promotions for website, product advertisements on Facebook, post boosts etc
- Improved brand value by endorsing blogs, new releases on platforms like Facebook, LinkedIn & Twitter

### **Brew Survey - by ProMobi (Jan 2018 – Aug 2018)**

- Improved 100+ keywords that helped in gaining signups and web visits. Reduced page bounce rate, analyzed and improved CTR for landing pages, created content for landing pages, Quora answers, Social Media Platforms and Release Emails.
- Contributed my knowledge, based on experience and market research for product updates and enhancements.

### **Business Analyst/Business Development Manager – Vinsys IT Services (Jan 2017 – July 2017)**

Assist and manage a team of 4-5 members(agents), provide them basic concepts on pitching to USA contacts. Create daily reports in excel/power BI and present it to the VP. Target the professionals in USA with relevant background and deliver them various professional courses that Vinsys provides. My role in Vinsys as a Team Lead and Business Analyst which includes:

#### **Team Lead:**

- The agents used to call US contacts for generating B2C and B2B business. Made reports on their performance and monitor their work.
- Research and gather right contacts for B2B.
- Examine the calls made by the agents, monitor and supervise the calls made by them. Guide them in handling the customers at L2 level conversation
- Act as a middleman with the team subordinates and the Subject Mater Experts

## **Key Responsibilities:**

- Prepare daily reports and submit it to the VP.
- Planning and executing Social Media, SEO/SEM and email campaigns
- Analysis and report performance of various Digital and Social Media campaigns
- Working closely with the internal design and web development team to develop effective landing pages for campaigns while optimizing the overall user experience
- Developing effective engagement points to capture qualified leads/inquiries
- Planning and executing all the activities for effective Search Engine Optimization (SEO) both On page & Off page and Social Media Optimization (SMO)
- Administering company's internal communication platform; Involved in creating employee database, publishing latest industry news & updates, sharing customer appreciations/feedback about on-going and executed projects, publishing engineering articles, case studies & interesting engineering content for internal audience.
- Coordinating with the Designer/Developer to make technical adjustments to web pages
- Providing accurate reports and analysis to demonstrate effective return on investment (ROI) and audience engagement.
- Managing Google AdWords, Display Network, Webmaster Tools and Social Media Ad campaigns
- Creating course content and using specific keywords to have increased impressions and search results.
- Keywords bidding, remarketing strategy, email marketing

## **Business Development Executive - CoreFlex Solutions (June 2015 - Sep 2016)**

### **Lead Generation:**

- Creating up leads list from companies in Central USA.
- Content writing (our software services and pitching through email) Run campaigns on Distribution, Retail & consumer goods.
- Market analyses and campaign discussion with my senior who sits in USA.
- Shortlisting bids via Upwork and pitching to the clients with our matching technology services.

### **Project Handling:**

- Creating business requirement document, as I am involved with the development team and CTO.
- Analysis of IT products and technology used, workflow of the projects, reviewing the test cases before final submission.
- Performing A/B testing on landing pages to check the potential of web traffic on different pages.
- Analyze and visualize data using Power BI, for presentation and easy decision making for higher level staff members.
- Responsible for manual and performance testing.
- The campaign was run on 8 states in the USA as CoreFlex has its headquarter based in Naperville, Illinois.

## **Achievements and Personal Skills:**

- Google AdWords Search Advertising Certified
- Google Analytics Certification
- HubSpot Inbound Certification
- Advanced Digital Marketing Course completion certificate from LIPS India (IIT/IIM alumni venture)
- Covered multiple corporate strategies in online advertisements, content creation tools, social media analytics, campaigns in Google AdWords.
- Rewarded with 1st Prize providing an International seminar related to search engine 'Google'.
- Won U16 Football League Trophy was Goal Keeper and Captain of the team.
- (Don Bosco Interschool Football League).
- Quick learner & Smart worker.
- Excellent Communication Skills
- Willingness to explore technology advancements

Name	Vaishak Nair
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Porfolio	<a href="https://gallivant.co.in/portfolio/">https://gallivant.co.in/portfolio/</a>

## DECLARATION:

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

Date: Place: Pune

Yours Truthfully, Vaishak Nair