PRADEEBAN SUBBARAYAN
DIGITAL MARKETING EXPERT

I'm a digital marketing expert with a knack for making websites more visible online. I know all the latest tricks and tools to boost website traffic and make sure it shows up in search results. I'm great at creating online ads and social media posts that get people interested in a product or service. I'm always looking for new ways to make marketing strategies better and help businesses grow.

Contact

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Address
501, Akbar Building, Al Karma,
Dubai

Education

2017
Masters in Information Technology
Vels University

2014
Bachelor in Computer Secience
MIET Arts & Science College

Expertise

- Google Tools (Tag Manager, Search Console, Google My Business, Analytics, Keyword Planner, Ads Manager)
- Ahrefs, Semrush, Moz, Screaming Frog,
- Meta Ads, Twitter Ads
- Canva

Language

English

Tamil

Experience

Apr, 2023 - Present
Limestar Marketing, Dubai, UAE
SEO & Digital Marketing Expert

- Develop and execute comprehensive digital marketing strategies to enhance online visibility and drive organic traffic.
- Manage SEO campaigns, conduct keyword research, and optimize website content for improved search engine rankings.
- Utilize various digital marketing channels to increase brand engagement and lead generation.
- Deliver actionable campaign performance insights for continued improvement.

Nov, 2021 - Mar, 2023
Doss House Marketing, Dubai, UAE
Digital Marketing Specialist

- Implemented effective SEO techniques to boost website visibility and improve search engine rankings.
- Coordinated multi-platform digital marketing strategies that maximize audience reach and engagement
- Conducted regular performance analysis and utilized data-driven insights to optimize marketing strategies.

Jul, 2017 - Sep, 2021
LIpi Digitals, Trichy, India
Digital Marketing Executive

- Managed end-to-end digital marketing initiatives, including social media management and content optimization.
- Collaborated with cross-functional teams to develop and execute successful digital marketing campaigns.
- Monitored and reported on key performance indicators to assess campaign effectiveness and make necessary adjustments.

Aug, 2014 - Sep, 2015
Aji Systems, Chennai, India
Junior Desktop Support Engineer

- Install and configure computer hardware, operating systems, and applications
- Monitor and maintain computer systems and networks
- Troubleshoot network and system, diagnosing and solving hardware or software faults
- Test and evaluate new technology
- Provide support, including procedural documentation and relevant reports

Reference

Available upon request.