

RAMESH R

Address

S/o Late. S. Rudraswamy,
NO: 14,1st Main, 11th Cross,
Near Gayathri Mandira,
Kengeri Satellite Town,
Bangalore - 560060
Karnataka.

Phone: +91 8971557999

Email Id: rameshrnayak579@gmail.com
r.rameshnayak@gmail.com

SUMMARY

A data-driven marketing alchemist with 6+ years of experience transforming brands online. I ignite impactful engagement and measurable growth across social media, organic channels, and paid advertising. Skilled in crafting strategic content, analyzing trends, and optimizing campaigns for peak performance. I thrive in fast-paced environments, building high-performing teams and exceeding expectations with every click and conversion.

KEY SKILLS

- Social Media Mastery: Facebook, Instagram, Twitter, LinkedIn, YouTube, Pinterest etc.,
- SEO Optimization: Keyword research, on-page optimization, link building, technical SEO analysis
- SEM Campaign Management: Google Ads, campaign management, bid optimization, budget allocation
- Content Creation: Blog writing, copywriting, email marketing, landing page creation, social media content
- Website Design & Development: WordPress, Shopify, basic HTML/CSS
- Community Building & Management: Building rapport, moderating discussions, handling crisis
- Social Media Advertising: PPC platforms, campaign optimization
- Email Marketing: Campaign creation, automation, list segmentation, A/B testing
- Data-Driven Analysis: Identifying trends, measuring impact across channels
- Cross-Team Collaboration: Content creators, graphic designers, marketing departments
- Analytics & Reporting: Google Search Console, Google Analytics, social media insights, custom reporting
- Project Management: Agile methodologies, task management tools, collaboration skills
- Campaign Optimization: Continuously testing and refining strategies for peak performance

SOCIAL MEDIA MARKETING EXPERIENCE

Infinite Political Solutions Pvt. Ltd. | Social Media Manager | June 2021 - Present

- Oversaw social media strategy for multiple political candidates during the 2023 Karnataka state elections, resulting in 100% victory for all clients.
- Grew Facebook followers by 35% and Instagram engagement by 20% local audience within 6 months.
- Developed and executed influencer marketing campaign that garnered 2 million+ reach.
- Managed social media budgets effectively, consistently staying 10% under budget while surpassing ROI benchmarks.
- Trained and mentored junior social media team members, fostering a collaborative and high-performing environment.

Click Digital Marketing Services | Head (Own Startup) | May 2018 - June 2021

- Launched and managed social media presence for several clients across diverse industries, resulting in measurable increases in lead generation and brand awareness.
- Crafted data- driven social media strategies based on competitor analysis, target audience insights, and industry trends.
- Cultivated strong relationships with clients, tailoring content and engagement strategies to specific needs and goals.
- Managed all aspects of social media operations, including community management, content creation, paid advertising, and reporting.

Digital Marketing Skills

- SEO: Keyword research, on-page optimization, link building
- SEM: Google AdWords, campaign management, bid optimization
- Content marketing: Blog writing, copywriting, email marketing
- Website design and development: WordPress, basic coding knowledge
- Analytics and reporting: Google Search Console, Google Analytics, social media insights
- Email marketing: campaign creation, list segmentation, A/B testing

Additional Experience

- Independent Contractor: Provided social media management and content creation services to various clients from 2015-2018.
- Volunteer: Managed social media for local animal shelter, resulting in a 25% increase in adoption rates.

Handled the below sites Url's.

- <https://clickdmservices.com/>
- <https://quoteonimages.com/>
- <https://bookscarts.in/>
- <https://clickhomes.in/>
- <https://aashirvad.net/>
- <https://millsaga.com/>

Education

- MBA: EIILM, Sikkim University
- B.Com: Kengeri 1st Grade College, Bangalore University

Certifications

- Everything about Entrepreneurship - Bada Business
- Website Designing - Billi4You
- 7 strategies for Content creation - Udemy
- Ad policies for Content, Creative and Targeting - Facebook Blueprint
- Become a Social Media Marketer - LinkedIn Learning
- Digital Content Writing - Gravitex Genesys
- Search Engine Optimization Course - Imti Digital Marketing
- How to Build a Website Step by Step - Udemy
- Get Insights with YouTube Insights - YouTube Creators Academy
- support your music career with YouTube - YouTube Creators Academy

Languages

- Kannada (Fluent)
- English (Fluent)
- Telugu (Conversational) *Hindi (Conversational)

Current Salary: 12,00,000/- Per annum

DATE:

PLACE: Bangalore

(RAMESH R)