SHEELA R

Bangalore Karnataka · 9994554390
rssheela922@gmail.com

To obtain a challenging position in the field of Digital Marketing where I can utilize my skills and knowledge to contribute to the growth of the organization.

EXPERIENCE

2023 – CURRENT
FREELANCE DIGITAL MARKETING

BRANDS :

1. **STYLETITTUDEAPPARELUSA : FACEBOOK ADS + GOOGLE PPC + PRODUCT SEO + EMAIL MARKEING**

- Managed paid advertising campaigns on Google and Facebook resulting in a 15% increase in website traffic and a 10% increase in conversions.
- Developed and implemented successful SEO strategies resulting in increase in website traffic and a 15% increase in conversions.
- Managed social media accounts and campaigns across platforms, increasing engagement and growing the audience.
- Created and executed email campaigns that increased open rates and click-through rates by 15%.

- Created engaging content for social media platforms, including Facebook, Instagram using adobe creative suit, Figma , Canva.
- Conducted data analysis and generated reports to track performance and inform strategy.
- Created and managed email campaigns, maintaining a subscriber list of over 10k recipients.
- Implemented marketing automation programs to streamline processes and increase efficiency.

EDUCATION

2013 - 2015
B.Sc of Computer Technology
Vellalar college for women, Erode.

2017 - 2019
M.Sc of Computer Science
Vellalar college for women, Erode.

SKILLS

- Search engine marketing (SEM)
- Social media marketing (SMM)
- Email marketing.
- Search engine optimization (SEO)
- Analytics and data analysis
- Marketing automation
- MS Office

CERTIFICATIONS

- Digital Marketing Certificate (Udemy)

DECLARATION

I hereby declare that all the information I have provided above is true to the best of my knowledge.

Sheela R