Siva Alagarsami | Certified Digital Marketing Specialist

Available Immediately. Dependent Partner Visa Valid Till Jun 2025

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Professional Profile

Digital marketing specialist with 12 years of experience in building a digital-first culture at large. Supported to one India's best NGO to create some free tax calculating page helped to increase the brand awareness and organic traffic up to 1.2k monthly. Implemented 'Retarget the non-donors' campaign resulted in over 600+ new donors and 2.5M Indian rupees as additional growth within 6 months.

Core Skills

- Search Engine Optimisation
- Search Engine Marketing
- Social Media Marketing
- Social Media Optimisation

- Technical SEO
- Looker Studio
- GA4 & GSC
- Google Tag Manager

- SEM Rush & aHrefs
- Screaming Frog
- Adobe Analytics
- eMail Marketing

Experience

Nov 2022 – Oct 2023	**Paid Search Manager** (Contractor - Team6ix) Reckitt (UK)

Reckitt, is a British multinational consumer goods company headquartered in Slough, England. It is a producer of health, hygiene and nutrition products.

Key Responsibilities

- Handling the google ads accounts for 'Australia Hygiene' brands
- Optimising the campaigns to meet the KPI based on the allocated budget
- Simplifying the complicated reports by some formula based excel and Creating comprehensive report in Looker Studio to get a clear picture of the performance

Jul 2018 – Aug 2022	**Senior SEO Analyst** Dentsu (India)

Dentsu Inc. is a Japanese international advertising and public relations joint stock company headquartered in Tokyo. It is the fifth largest advertising agency network in the world in terms of worldwide revenues.

Key Responsibilities

- Handled some major UK clients like Pandora, Jimmychoo, Jaguar and so on
- Collected keywords based on the website and shared the SEO recommendations
- Conducted Technical audit, Unlink Brand mention audit, Site audit, Backlink audit and Keyword audit
- Created effective SEO looker studio templates

Sep 2018 – Aug 2022	**Digital Marketing Lead** (Freelancer) YesorYes PVT LTD

YOY, Indian based design and advertising company. It is committed to delivering superior problem-solving solutions to the clients while crafting the utmost excellence in finished products now and in the future

Key Responsibilities

- Handled both paid and organic activities for NGO (World Vision India)
- Instructed the team to implement the strategies
- Supported to rank in top 3 positions for major keywords 'sponsor a child', 'sponsor children', '80g donation' and so on

Experience

Apr 2016 – Jun 2018   **Digital Marketing Lead**
                                           Futuro Info Solutions PVT LTD (India)

Futuro Info Solutions Pvt. Ltd (Korean Based) is a global marketing consulting and IT company since its establishment in 2008 in Korea and India. We offer best in class Search Engine Optimization (SEO), E-Marketing, Website designing, business matchmaking services provide cutting-edge e-business solutions.

Key Responsibilities

- Setup new search, facebook and twitter campaigns to fulfil the requirements of top 5 clients on revenue basis
- Handled Hootsuite tool for managing multi profiles/reports for 10 major clients
- Handled analytics, tag manager and search console for 30+ Clients
- Created and Implemented technical SEO, non-technical SEO and Paid Strategies for 30+ clients
- Handled all SEO, PPC and Social media reports for 10 major clients

Dec 2014 – Mar 2016   **Senior SEO Analyst**
                                           Pointel Inc (India)

Pointel (US Based) is pleased to serve Private and Public institutions (fortune 500/2000 companies) across contact centre industry vertical in installation, configuration of components, application development, deployment and maintenance of Genesys Customer Experience Platform trusted by 4,600 Customers.

Key Responsibilities

- Deployed major on page SEO strategies for a new website
- Prepared the sample web layout /brochures and setup local business listing
- Handled Google analytics, Search console, Tag manager and Bing webmaster tools
- Collected quality contacts around 100 from LinkedIn and sent email through mailchimp. The average conversion rate is 12%. Conducted webinar to create awareness about the products
- Monitored the ranking positions for 500+ keywords and handled 4 major social media profiles
- Discussed with technical team to solve the issues in the website to meet the expectation
- Created 100 quality back links on weekly basis and increased the organic traffic up to 20%

Feb 2013 – Dec 2014   **Senior SEO Analyst**
                                           Agriya (India)

Agriya (India Based), the brand of Ashan Technologies. Agriya is A successful web development and clone script development company with over 200 employees. Head office is located in Chennai, South India. Established in 2000, Agriya has seen double and sometimes triple digit growth as the outsourcing phenomenon took off.

Key Responsibilities

- Supported to remove the major clone products from 300 unauthorized sites by sending DMCA
- Created and updated Wikipedia page (https://en.wikipedia.org/wiki/Agriya)
- Increased the website organic traffic up to 30% and increased the number of product sales
- Helped for high search volume keywords like clone script, elance clone, freelancer clone, 99designs clone and etsy clone to hold top 3 positions
- Implemented important On Page, Off Page and Local SEO strategies
- Updated and promoted blogs.agriya.com
- Prepared keyword rankings, weekly and monthly report
- Maintained Google analytics, Google Search Console and Google tag manager

Experience

Jul 2011 – Nov 2012

SEO Analyst
Sulekha (India)

Sulekha.com (India Based) - Find local business service providers, property details in Chennai. Describe your local need, property need in detail. Get free quotes from service experts, builders in Chennai instantly. Compare price quotes, property rates and choose the best service expert, builders in Chennai to fulfil your local & property need!

Key Responsibilities

- Built 80 quality back links per day through social bookmarking, directory, and blogging
- Optimized keywords and mapped the pages with opt keywords
- Prepared keyword ranking report and automate it by excel
- Analyzed the traffic trends and discussed with the team to find the place where needed to get more attention
- Posted 20 articles on weekly basis
- Helped to reach the top positions for high competitive keywords like property for sale, property for sale in india, property for sale in Chennai, property in delhi and so on

Jul 2010 – Jul 2011

SEO Executive
Snick Technologies (India)

Snick Technologies (India Based) - Snick Technologies Chennai, a leading PHP Web Development Company has been providing Web development, Web site design, Web hosting, network management, server management and online marketing services.

Key Responsibilities

- Handled 5 websites (3 websites are UAE based and 2 websites are India Based)
- Discussed with clients and shared the important strategies to improve the site performance
- Optimized the keywords
- Implemented the on page SEO strategies
- Followed major off page SEO strategies to bring up the high competitive keywords to first page
- Prepared weekly and monthly report
- Monitored all websites by using google analytics and google webmaster tools
- Increased website organic traffic

General Information

2005 – 2009

Bachelor of Technology (IT)
KLN College of Engineering, Madurai (India)

2003 – 2005

Higher Studies
PKN Boys Higher Secondary School (India)