

SHIVANANDA MACHANDRA

Digital Marketing Specialist & IT Admin



COVER LETTER

Hello,
Thank you for taking the time to consider this application.

Since 2011, I have been working in the field of digital marketing and web designing & development. (worked **2.5 years in Dubai, UAE.**)

I'm a Highly motivated individual and an experienced digital marketer with strong SEO, Social Media, SEM/PPC, Blogging/Content Marketing and analytical skills, attention to detail, and a solid online marketing background looking to obtain a position of **Digital Marketing Specialist** at your esteemed organization.

Tremendous ability to optimize keywords for all the web pages, engaging customers via social media platform through various campaigns, business development through lead generation and email marketing campaigns.

I will be grateful if you offer me a suitable job and I assure you that I will work with your company policies sincerely and with all my efforts.

AREAS OF EXPERTISE

DIGITAL MARKETING:

- ✓ Project Planning & Execution
- ✓ Search Engine Optimization (SEO)
- ✓ Social Media Optimization (SMO)
- ✓ Blogging / Content Marketing
- ✓ Search Engine Marketing (SEM/PPC)
- ✓ Social Media Campaign Mgt.
- ✓ Email Marketing (MailChimp)
- ✓ SMS Marketing
- ✓ PR Distribution

CREATIVE EXPERTISE:

- ✓ Logo Design
- ✓ Flyer Design
- ✓ Social Media Creatives
- ✓ Emailer Design
- ✓ Creative PPT Presentation

WEB DESIGN & DEVELOPMENT:

- ✓ Domain Registration
- ✓ Web Hosting & Management
- ✓ WordPress Development
- ✓ FREE & Premium Theme Customization
- ✓ Blogs & Websites Development
- ✓ PPC Landing Page Development

FEATURES:

- ✓ LIVE Chat & WhatsApp Chat
- ✓ Backend Lead Management
- ✓ Form Tracking (Google Analytics)

TOOLS & APPLICATION:

- ✓ Advance MS-Office
- ✓ Ahref
- ✓ Photoshop CC
- ✓ FILMORA Video Editing
- ✓ GSuite
- ✓ Google Analytics
- ✓ Keyword Planner
- ✓ Google Ads
- ✓ Google AdSense
- ✓ Google Webmaster
- ✓ Bing Webmaster

- **Download CV** : www.shivanand.in/cv.pdf
- **My Portfolio** : www.shivanand.in/portfolio
- **My Blog** : www.shivanand.in/blog
- **Contact** : www.shivanand.in/contact

SHIVANANDA MACHANDRA

Digital Marketing Manager & IT Admin



Highly motivated individual and an experienced digital marketer with strong SEO, SMO, SEM Blogging and analytical skills, attention to detail, and a solid online marketing background looking to obtain a position of **Digital Marketing Manager** at your esteemed organization.

HIGHLIGHTS

- ✓ I've been working in Digital Marketing Industry **since 2011**.
- ✓ 5+ years of Experience in Promoting **Dubai Real Estate** Online.
- ✓ **2.5 years worked in Dubai** as a Digital Marketing Manager cum IT Admin.
- ✓ 3 years experience of **computer faculty** - taught MS-CIT, Advance Ms Office, Tally, Photoshop, SEO and Social Media.

EMPLOYMENT HISTORY

Digital Marketing Manager Cum IT Admin

RIVERIA GLOBAL GROUP OF COMPANIES

www.riveriaglobal.com

- Feb 2018 - Ongoing Mumbai, INDIA.
- Aug 2015 - Jan 2018 Dubai, UAE. (HEAD OFFICE)
- Jan 2014 - Aug 2015 Mumbai, INDIA.

Riveria Global Group of companies is a consortium of companies offering comprehensive Real Estate Brokerage, integrated Interior Designing and applicable Advertising services in Dubai.

Job Profile - As a DIGITAL MARKETING MANAGER

- Complete Project Planning and Execution.
- Industry and competitor analysis
- Social Media Optimization and Marketing.
- Blog Creation, Management and Promotion.
- PPC Ads of Commercial Properties – Display Banner Ads, Text Ads/Search Ads & YouTube Video Ads.
- **Coordination** with Graphic Designer, Content Write, Freelance Link Builder and Web Developer for support, to implement SEO & SEM Campaigns.
- **Certified Dubizzle Listing Administrator:** Property Ads Optimization for Generating Leads.
- Websites, Blogs and Landing Page & Development by Customizing PREMIUM WordPress Themes.
- Digital Marketing Packages, Pricing and Proposals Creation
- CRM Software & Property Portal testing suggest new features to implement.
- Email & SMS Marketing
- Premium PR Distribution

Job Profile – As a IT Admin

- Dedicated Server Management.
- Domain's & Hosting Management.
- Company GSuite (Google Apps) & Google Drive Database Management.
- Office IT Admin Support to Staff.
- Printer's & Network Management.
- Windows & Mac System's OS installation, Backup, Formatting and Password Recovery.

Reporting to: **Mr. Dinesh Ramchand – MD, Riveria Global Group of Companies**

CONTACT INFO

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shivanandseo

[/in/shivanandseo/](https://www.linkedin.com/in/shivanandseo/)

www.shivanand.in

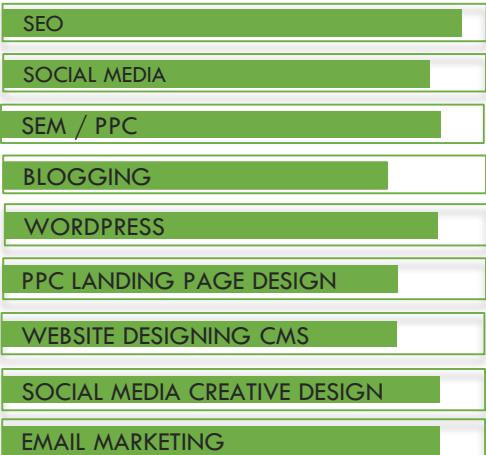
L&T, Powai, Mumbai - 72

EDUCATION

Bachelor of Commerce UNIVERSITY OF MUMBAI

2009 - 2012 Santacruz, Mumbai MH.

SKILLS



INDUSTRY EXPERIENCE



Sr. SEO & Social Media Optimizer

 **MATRIX BRICKS INFOTECH**  www.matrixbricks.com

 July 2013 – Dec 2013  Millennium Business Park Mahape, Navi Mumbai, MH.

A leading Digital Marketing Company which provides full PPC, SEO, SMO, ORM, Website design & development, Domain registration, Hosting Services in Mumbai, India.

Job Profile:

- Managed SEO & Social Media Projects of 8-10 Clients.
- Complete SEO Audit, Planning and Execution
- Weekly & Monthly Reports to Clients

Reported to: [Mr. Mehul Brahmhatt - Founder and CEO, Matrix Bricks Infotech](#)

SEO Analyst & Social Media Trainer

 **INSTITUTE OF DIGITAL MARKETING**  www.digitalmarketing.ac.in

 Sep 2012 – Jun 2013  Thane (W) and Andheri (W), Mumbai, MH

IDM provides practical and useful information in the areas of Internet and Mobile Education that matters most to Learning Community.

Job Profile:

- Promoted Institute's Digital Marketing Courses Online.
- Managed & Promoted Institute's Blog
- Created Study Material & Presentations for the Institute Students.
- Trained Students on SEO & Social Media Optimization.
- Attended Digital Marketing Events of TFM&A, Reseller Club & DigitalVidya

Reported to: [Mr. Yogi Udgire - Director, Institute of Digital Marketing](#)

SEO Executive

 **TIKITECH**  www.tikitech.in

 Aug 2011 – July 2012  Bhandup (W), Mumbai, MH

We live and breathe web And, every day for us is about learning more, creating both art and function, and elevating the success of our partners. While personalities and expertise differ, we are all client-focused, artfully-inspired and, always driven by results.

Job Profile:

- Managed 4-5 Projects Individually for SEO & Social Media Optimization.
- SEO Off Page & Social Media Promotions.
- Weekly & Monthly Ranking & Traffic Reports.

Reported to:

[Mr. Praveen Singh - Digital Marketing Head](#)

[Mr. Himanshu Shah – SEO Project Manager](#)

Back Office Executive

 **RIKHAV SECURITIES LTD**  www.rikhav.net

 May 2010 – Jul 2011  Mulund West, Mumbai, MH

Job Profile:

- Demat Account Opening KYC and Shareholder's Data Management.
- Huge Data Management for IPO.
- Brokerage Sharing using Excel Advance Functions.
- NSE & BSE IPO Bidding Form Printing via FoxPro

Reported to: [Ms. SNEHAL NAIK Sr. Manager](#)

Computer Faculty (Full Time 2009 & Part Time 2010)

 **MICT(GBIM) & ADITI COMPUTER EDUCATION**  www.gbim.in

 May 2009 – Jun 2010  Mulund East & West, Mumbai.

As a computer faculty taught computer applications/Courses, such as Advance MS-Office, Internet, MSCIT, Tally 9.0., Photoshop)


Reported to:

[Mr. Nirlep Patel Digital Marketing Consultant - CEO @ GBIM](#)

[Mr. Dharmesh Patel SEO Experts / CEO of GBIM Limited](#)



LANGUAGES

✓ ENGLISH	Proficient			
✓ HINDI	Native			
✓ KANNADA	Native			
✓ TELUGU	Native			
✓ MARATHI	Proficient			



APPLICATIONS

✓ ADVANCE MS OFFICE	- 90 / 100
✓ PHOTOSHOP	- 75 / 100
✓ GSUITE	- 90 / 100
✓ FILMORA	- 80 / 100
✓ TALLY ERP	- 70 / 100
✓ ILLUSTRATOR	- 60 / 100



TOOLS

✓ GOOGLE ANALYTICS	- 95 / 100
✓ WEBMASTER TOOLS	- 95 / 100
✓ SEM RUSH	- 85 / 100
✓ GSUITE	- 90 / 100
✓ KEYWORD PLANNER	- 100 / 100
✓ GOOGLE ADS	- 95 / 100
✓ Ahref	- 95 / 100



PERSONAL INFO

✓ DOB – 17 DEC 1992

✓ NATIONALITY - INDIAN

✓ GENDER - MALE

✓ MARITAL STATUS - MARRIED

✓ PASSPORT# - M4480572

✓ PERSONAL SKILLS

Positive Attitude, Punctual, Cordial Nature, Smart Working, Good Learner, Team Oriented, Flexible, Creative, Reliability, Positive Work Ethic, Focused, Responsible and Funny.