

Muthu Pandiyan *Digital Marketing Specialist*

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🌐 Muthu Pandiyan

🔗 <https://muthupandiyanp.wixsite.com/portfolio>

📺 Digital Muthu1900

Profile

Hi there! I'm Muthu Pandiyan, a digital marketing expert with **6 years of experience** in the field. I specialize in **search engine optimization** (both on-page and off-page), as well as **paid advertising** on Facebook, Instagram, and Google AdWords. I've earned digital marketing **certificates** from some of the world's best academies in SEO, Google Ads, and social media paid advertising. With my skills and experience, I'm confident in my ability to help businesses **grow and succeed** in the digital landscape.

Professional Experience

11/2023 – present
USA (Remote)

INT. Digital marketing co-ordinator, IBCScorp Pvt Ltd

On-page & Link Buidling (International)

Monthly Seo Report

Meta & Google Ads (Lead Generation)

Team Management

07/2021 – 11/2023
Bangalore, India

Digital Marketing Specialist:, DCNET Solution India Pvt Ltd

- Google AdWords (Lead Generation)
- SEO (On - Page and Off - Page SEO) - Wordpress , HTML
- Social media paid campaign (facebook and instagram)
- Managing Indiamart, a B2B company.
- Designing professional graphics posters.
- And I'm good at **creating monthly and weekly reports for SEO, Google Ads, Meta Paid Ads**, and organic growth in social media management

12/2017 – 05/2021
Coimbatore, India

Digital Marketing Analyst:, Krish Software solution.

- SEO (On - Page and Technical SEO) - Wordpress , HTML
- In Google AdWords, I am an expert in **lead generation, website traffic, and brand awareness.**
- As a social media manager, I am an expert in running paid ads on meta platforms, specializing in Lead generation, traffic, and App Install Campaigns.

Additionally, I have skills in report generation for SEO, Google Ads, and meta Ads, with specific details as follows:

SEO Weekly Report:

- Keyword positions

- Organic impressions and clicks
- Bounce rate, etc.
- Data customization using Google Data Studio

Google Ads Report:

- Maximum focus on ROAS (Return on Ad Spend)
- Emphasis on quality leads with a minimum budget

04/2017 – 11/2017
Coimbatore, India

Social Media Marketing Analyst and Graphic Designer, M-India Real Estate

- Creating and designing a perfect social media campaign, Facebook ad banner, poster, brochure, mockup logos, business cards, templates, promo videos, etc., and promoting them on different social media platforms like Facebook, Instagram, Twitter, and LinkedIn.
- Organization branding is achieved through a brand awareness campaign on Facebook and Instagram
- The BUZZSUMO software tool helps to find current social trends. Based on this, you can create posters, short videos, and content to engage clients/customers.

Skills

SEO

on-page, technical and off page SEO

Google adwords

Search Campaigns, Display Campaigns and Video Campaigns

Google My Business

Account set up, Listing management, Review management, Local SEO optimization and Customer engagement.

Canva Design

ad banner, poster, brochure, mockup logos, business cards, templates, promo videos, etc.,

SEO, SMM & SMO AUDITING

I use various required tools to provide accurate results.

Social Media Marketing

Lead generation, Website Traffic and Brand Awareness

Email Marketing

List building, Email design, Content creation and Analytics and optimization.

WordPress & WIX.com

Landing Page, Service and E-commerce Website

Keyword and Niche Research.

Keyword Planner, Ubersuggest and Semrush (Sub Niche Research)

AFFILIATE MARKETING

With and without Website .

Digital Marketing Tools :

Google Search Console. — Expert

Google Analytics. — Expert

Mailchimp — Expert

Ubersuggest — Expert

Wordpress & Wix — Expert

Canva — Expert

SEMrush. — Expert

Google trends. — Expert

Keyword Planner — Expert

YOAST/ Rank Math (Wordpress) — Expert

Semscoop — Expert

Hootsuite — Expert

Education

06/2012 – 05/2016
Coimbatore, India

Bachelor of Technology - Information Technology,
PSG College Of Technology [↗](#)

04/2010 – 06/2012
Kandikuppam, India

High School, Kingsley Garden Matric Higher Sec. School

Certificates

Google ADS - Measurement Certification [↗](#)
Google , Skillshop.

On-Page and Technical SEO Course [↗](#)
SEMRush Academy

Advance Content Marketing [↗](#)
SEMRush Academy

Social Media Marketing Specialist [↗](#)
HUBSPOT ACADEMY

PERSONAL INFORMATION

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YouTube : **Digital Muthu1900** [↗](#)

Declaration

I confirm that the information provided in my resume is accurate and complete to the best of my knowledge and belief.

Muthu Pandiyan
Bangalore