



# ANURAG G.S

## Digital Marketing Analyst

### About Me

Enthusiastic person with an objective of developing strong and innovative strategies to promote the business ,brand, products, and services using latest and most effective SEO, SEM, SMM, and Email Marketing tools .



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K.K (Dist) Tamil Nadu - 629163

### LANGUAGE

- English
- Hindi
- Arabic (basic)
- Malayalam
- Tamil

### EXPERTISE

- Management Skills
- Creativity
- Digital Marketing
- Negotiation
- Critical Thinking
- Leadership

### EXPERIENCE

**Foxdale Pvt Ltd Technopark Trivandrum.**  
**Jan 2024 - Present Digital Marketing Analyst**

Working with live projects in the digital marketing department . Hands on experience in seo, sem, smm, working experience on google ads, seo audit, Social media ads, google analytics.

**Oracuz Infotech Trivandrum**  
**May 15 to Nov 2023 Digital Marketing Intern**

Completed 6 months Internship in Digital Marketing & Analytics learn all core concepts of seo, sem, smm google ads , social media ads, google analytics , Key word Research seo audit

**Indian Institute of Technology Delhi**  
**IIT - Delhi Cep on Digital Marketing & Analytics , Department of Management Studies**

**15/ 04/ 2023 -22/10/ 2023**

Completed 6 months cep programme on Digital Marketing & Analytics learn all core concepts on seo, sem, smm Build a e-commerce website using Word press .

### EDUCATION

**University of Madras**  
Masters of Business Administration ( International Business Management )  
2015-2017

**Tamil Nadu Open University**  
Bsc Hotel Administration  
2005-2008

### SKILLS SUMMARY

Design Skill  70%

Project Management Skill  70%

COURSE	Institute/ University	Class	Year of Passing
<b>IIT Delhi (Indian Institute of Technology)</b>  CEP Digital Marketing & Analytics	<b>IIT DELHI</b>	<b>Certification Programe</b>	<b>2023</b>
MBA in International Business Management	Madras University Chennai	Grade -B	2017
Bsc Hotel Administration	Tamil Nadu Open University	First Class	2008
3Year's Diploma in Hotel Management	D.O.T.E (Directorate of Technical Education Chennai ( Asan Memorial Institute of Hotel Management)	First Class	2004
HSC	St Joseph's HSS Trituapuram Tamil nadu	First Class	2001
SSLC	St Joseph's HSS Trituapuram Tamil nadu	First Class	1999

## **TECHNICAL SKILLS & TOOLS USED**

- Communication skills
- SEO , SEM, SMM
- Google Ads and Social Media Ads
- Data Analysis ( Google Analytics and Console )
- SEMrush , Ahrefs , Canva
- Photoshop
- MS Word, Excel, Power point

## **OTHER EXPERIENCE**

- **Got 20 Years of experience in Food & Beverage Industry (Hospitality Industry ) as Manager Operations**

## **CERTIFICATIONS**

- Hub spot academy Social media certified
- Hub spot academy Digital Marketing certified
- Hub spot academy Content Marketing certified
- Hub spot academy Inbound Marketing optimization certified

## **EXTRA CURRICULAR ACTIVITIES**

- Capability to co-ordinate a team.
- Won the prizes for the Painting Competition.
- Actively participated in departmental events and won prizes

## **PERSONAL DETAILS**

- DATEOF BIRTH : 04-07-1983
- SEX : Male
- MARITAL STATUS : Married
- FATHER'S NAME : Gopi kumar M.R