

# CURRICULUM VITAE

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## Summary:

Experienced Digital Marketing Manager with over 8+ years agency experience, Extensive experience in creating and implementing client centred, successful digital campaigns that aimed at improving brand awareness, digital presence, lead generation, e-commerce, sales and revenue. Experienced in leading teams of SEO, social media, paid ads, email marketing, web development, creative and content teams. Experienced in client co-ordination, delivery management, business development and sales team co-ordination. Adept in leading teams to achieve and exceed the marketing Goals.

## Skills:

- Digital Advertising Strategy – B2C & B2B
- Google Search Ads
- Google Display Ads
- Google Shopping Ads/Merchant Center
- Youtube Ads
- Google Analytics
- Google Tag Manager
- Google My Business
- Google Universal App Campaigns
- Google Adsense
- Bing Search Ads
- Facebook & Instagram Ads
- LinkedIn, Twitter Ads
- Social Media Strategy & implementation
- SEO – National, Local SEO, Youtube SEO
- Zoho CRM
- Lead Generation – B2B & B2C
- Ecommerce Optmization
- A/B Testing
- Online Reputation Management – Personal branding, Companies & Local Reputation
- Conversion Rate Optimization
- Hubspot Marketing Software
- Email, Whatsapp & SMS Marketing
- MS-Office family, Adobe Photoshop
- CMS (Wordpress, Magento, Wix, Shopify etc. )
- HTML, CSS, Java Script
- Project & Team Management

## Employeement History:

Jun 2015 to Present **Digital Marketing Asst Manager at Digital Catalyst Hyderabad**

- Digital Marketing/Advertising Strategy Created and executed for variety of clients
- Organized and analyzed data and performance
- Researched new staretegies and Implemented
- Managed teams & clients to ensure the success of digital campaigns

- Introduced CRM Tools, call tracking softwares, latest SEO, social media, paid ads strategies
- New clients pitching and acquisition ‘
- Awarded as “Employee of the month” in 2018
- Gave Google Ads training to 10+ students under Digitalkhoj inistitute

### Client Portfolio:

- From Jun 2015 to Jan 2017, Worked for E-commerce clients which are built on Martjack e-commerce platform through Digital Catalyst, here led a 14 member dedicated Digital Marketing team for this e-commerce platform “Martjack”. Under this, worked for multiple enterprise, medium, small clients and few of them are shown below. Digital Advertising budget of INR 10 to 20 Lakhs per month used to spend on Google Ads, Facebook & Insta Ads etc, and all are ROI focused campaigns.
  - ✓ Lulu Hypermarket - <https://www.luluwebstore.com> (Global SEO for 5 Countries)
  - ✓ HUL - <https://www.humarashop.com> (Google Shopping, Search & Display Ads, Local SEO, Goolge My Business, Email Marketing)
  - ✓ Pizza Hut Middle East - [Kuwait.pizzahut.me](http://Kuwait.pizzahut.me) (Google Analytics customization, Google Tag Manager, E-commerce analytics tracking bugs troubleshooting)
  - ✓ Bata Singapore - <https://www.bata.com.sg> (SEO, Google Analytics Customization)
  - ✓ Voganow – [Voganow.com](http://Voganow.com) (SEO, Google Shopping, Search, Display Ads, Facebook & Insta Ads, Email Marketing )
  - ✓ Garden vareli - <https://www.gardenvareli.com> (SEO, Google Shopping, Search, Display Ads, Facebook & Insta Ads, Email Marketing for B2C & B2B )
  - ✓ Martjack – E-commerce platform technical enhancement recommendations according to Google’s new updates for marketing and testing after implementation. Ex: Merchant center feed, Google tag manager, Google analytics, Schema Markup’s, Dynamic remarketing tags, https and etc.
- From Feb 2017 to till date, working on multiple client verticals like real estate, health, education, e-commerce/offline stores, mobile apps, manufactures, SAAS, sports & fitness, furniture and more. Few of the clients shown below. Digital Advertising budget of INR 10 to 20 Lakhs per month used to spend on Google Ads, Facebook & Insta Ads etc, and all are ROI focused campaigns.
  - ✓ Vertex Homes Pvt. Ltd - <https://vertexhomes.com> (Real Estate)  
 Campaign Goals: Leads generation  
 Ad Placements: Google Search, Display, Youtube, Facebook & Insta Ads, LinkedIn Ads  
 Organic Channels: SEO, Social Media Email, Whtsapp

TG Countries: India, USA, Singapore, UK, UAE, Canada & Australia

Outcome: Website Traffic increased by 398.99% in 6 months and Quality leads Increased by 556%

- ✓ Northstar Homes - <https://northstarhomes.in> (Real Estate)  
Campaign Goals: Leads generation  
Ad Placements: Google Search, Display, Youtube, Facebook & Insta Ads, LinkedIn Ads  
Organic Channels: SEO, Social Media Email, Whatsapp  
TG Countries: India, USA, UAE  
Outcome: INR 25 Crores+ worth inventory sold through digital advertising with the 20 Lak+ advertising spent in a year time.
- ✓ Laser Piles - <https://laserpiles.com> (Health)  
Campaign Goals: Leads generation  
Ad Placements: Google Search, Facebook & Insta Ads  
Organic Channels: SEO, Social Media Email, Whatsapp  
TG Location: Hyderabad  
Outcome: INR 15 to 25 Lak worth sales every month by spending upto 2 Lak/month on Google Search ads.
- ✓ Zaggle - <https://www.zaggle.in> (B2B & Restaurant deals)  
Campaign Goals: Leads generation for 100+ Restaurants  
Ad Placements: Google Search Ads, Facebook & Insta Ads  
TG Location: Hyderabad, Mumbai, Bangalore, Pune and other metros  
Outcome: Used to generate 4k to 6K leads/month with the budget of INR 5 to 6 laks/month  
Organic Channels for B2B: SEO, Social Media Email Marketing

Also worked on multiple other clients like airtel India, snis.edu.in, sanskritipreschool.com, recykal.com (B2B), bantia.in, mychichome.com, autorox.co (B2B), petpals app (B2B & B2C), ristrah.com, bharatagritech.com, Kolors Health Care, pharmascroll.com (B2B) and more.

Nov 2010 to Jun 2015

### **Team Lead at LAD Solutions, LLC.**

**Hyderabad**

- Coordinating with client manager and executing SEO, Social Media, Paid Ads on Google & Facebook strategy and plans with the help of team for a variety of clients
- Introduced Local SEO, social media, online reputation management, Facebook Ads & email marketing strategies and implemented
- Worked on Google Search, Display, Mobile ads & Facebook Ad Campaigns
- Organized, Analyzed and Prepared Reports on Data and Results

- Optimized content for search engines, keyword research, customized google analytics reports, Removed Google penalties, Google my business pages optimization and etc.
- Social media profiles setup for all clients, content calendar creation and community management
- Executed email marketing campaigns and online reputation management campaigns.
- Awarded as “Google Places Genius” in 2012

**Client Portfolio:** Worked on 100+ clients in multiple verticals, 99% of them were from USA at Lad Solutions LLC during my job period, few of them are shown below,

- **Stealdeal.com – B2B E-commerce store in USA (SEO, Social Media, Google Ads)**
- **Kooding.com – B2C E-commerce Store in USA (SEO, Pinterest Ads)**
- **Calhardmoney.com – Hard money Loans in CA (Local SEO, Google Ads, Social Media)**
- **Omnilegalgroup.com – Patent attorney in Los Angeles (Local SEO, Google Ads)**
- **crystal dentalcenters.com – Dentist in Los Angeles (Local SEO, Google Ads)**
- **Caratlane.com – Online Diamond Store in India (SEO & Local SEO)**

Jun 2010 to Nov 2010     **Associate-SEO at Innopark (India) Pvt Limited**     **Guntur**

- Executed SEO Off-page and On-Page activities
- SEO Ranks & Google analytics monitoring
- Blog copy writing, optimization and publishing
- Trained in SEO
- Started as Intern, Placed in a permanent position as Associate SEO

**Digital Marketing Tools Worked:**

<b>Channels</b>	<b>Tools</b>	<b>Purpose</b>
National / Global SEO & Local SEO	Moz, Cognitive SEO, SEM Rush, ahrefs, Woo rank, Screaming Frog, SEO Power Suite, SEOptimer, Places Scout, White Spark, Bright Local, Google Search Console, Bing webmaster toos, Brow SEO, Yoast SEO, Web.dev, Structure data testing tool, NAP Hunter, Meta SEO Inspector	Website Audit, Backlinks analysis, page level seo analysis, Rich snippets, Local SEO, Competitor analysis and etc.
Paid Ads on Google, FB, Insta & LinkedIn	SEM Rush, Spyfu.com, Moat.com, Similar web, WordStream, Google Ads editor, Google Tag Assistant, Facebook Pixel Helper, Zapier.	Keyword analysis, competitor analysis, Tracking trouble shooting, leads integration tools
Social Media: FB , Insta, LinkedIn, Pinterest, Youtube	Hootsuite, Buffer App, Follower Wonk, Tweetdeck, Giphy, Buzzsumo, Mention, LinkedIn Sales Navigator,	Post scheduling, trends identification, brand monitoring,

	Tube buddy, Buzz Bundle, hashtagify.me	hash tags research, Video optimization tools
Keywords & Topics Research	Google keyword planner, keywords everywhere, answer the public and more	Keywords search volume, topics ideas
Email	Mailchimp, Netcore, Constant Contact	Email scheduling, spam filtering, database validation
Tracking & Reporting	Google analytics, facebook insights, Hootsuite analytics, Zoho & Hubspot CRM, Google search console, Google Data Studio	Tracking website traffic and reports, Marketing automation.
Conversion Optimization	CrazyEgg, WebEngage, Google analytics, Page Speed Insights	Heat maps, page speed time, conversion rate increase
Calls Tracking	CallTrackingMetrics, Ozonetel, Knowlarity	Tracking direct calls from different channels.

#### Education:

Aug 2006 to May 2018 **Vignan's Engineering College, B.Tech, CSE** **Guntur**

#### Skill Certifications:

- ✓ Google Ads certifications (Search Ads, Display Ads, Mobile Ads, Google Analytics)  
Certifications URL:  
<https://academy.exceedlms.com/profiles/1e161b65835d4ce899a5742d18f329cb>
- ✓ Digital Marketing Basic Certification by IAMA
- ✓ Email Marketing Certification from Hubspot
- ✓ SEMrush Certification

#### Personal Information:

Father's Name : Ramakrishna (Late)  
Date of Birth : 02-mar-1989  
Residential Address : Plot No. 105, Adarsh Nagar Clny, Neredmet, RK Puram, Hyd-56  
Languages Known : English, Telugu.

#### Declaration:

I hereby declare that the above information and particulars are true and correct to the best of my knowledge.

Date: 25/04/2019  
Place: Hyderabad.

Signature:  
S.Makanth