**RESUME**

I am **PARTHIBAN M**, completed BE Graduate in the field of **Electronics & Communication Engineering** in the year from 2003 to 2006 at Jeppiar Engineering College, Chennai. In 2006 i started my career in IT/Internet/E-commerce industry specializing in-depth domain knowledge in wordpress, shopify, ecommerce web design, **SEM**-Paid Google ads, Organic **SEO** (on & off page optimization), Social-Facebook Ads, LinkedIn Ads, Email Marketing, and video marketing (Youtube).

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| **Personal Details** | **Contact Details** |
| **Date of Birth**: 1985-05-07**Highest Degree**: BE-Electronics & Communication 2006 **75%** First-Class**Diploma**: Diploma in Computer Technology 2003 **89%** First Class Honors**School Level**: 10th State Borad Education 2000 **85%** First Class**Industry**: Internet, Ecommerce, Digital Marketing, Sales**Total years of experience**: 7 | **Phone: 9600162346**parthi.rippercode@gmail.comAddress: No 52, Anu Garden Main Road, Kovur EB, Porur, Chennai 600128. Tamil Nadu. |
| **Strengths** |  |
| Quick learner, good communication skills, decision making, creative thinker, team handling, co-operation, analytical thinking, problem solving, faster response |
| **Skills** |  |
| **Web Design**: HTML, PhotoshopCS6, Shopify, Wordpress. **Landing Page**: Canva, Mixo.io, Landingi, systeme.io, Hubspot**Content writing AI Tools:** Harpa.ai**,** Chat-GPT, AIPRM, Copy.ai, Writersonic, Claudia, Quillbot, Grammarly, Helium10**,** Keywords Everywhere**SEO Tools:** Similarweb**,** SEMRush, Ahrefs, Wordstream, Google Analytics **GA4**, **GTM**, Google Search Console, GMB, Bing webmasters**Paid Advertising:** Google Keyword Planner, Google Trends, Google Ads Editor**Social Media Tools:** Facebook Ads Manager, Hootsuite, Buffer, LinkedIn Campaign Manager**Email Marketing:** Mailchimp, Get Response, Textblaze**Video Editing**: Synthesia, Murf.ai, Lovo.ai, Descript, Pictory.AI, Dubverse.ai**Video Script**: ChatGPT, Google Bard, or Nolan AI, Text To Animation: Plotagon |

**Current Job:** Digital Marketing Executive at **Lakhotia India Private Limited, Chennai** from 07-11-2022 to 25-08-2023.

**Roles:**

1. I setup new google ads account & search, display and video campaign settings using automated bidding strategy: Maximize Clicks/Maximize Conversions with monthly budget to improve website conversions (phone calls-call from ads or phone call, submit form, download catalog, signups).
2. I use google keyword planner to research keywords plan using best performing ads campaign. To find past 3 months broad, phrase and exact keywords report (average monthly searches, competition, top of page bid low and high range.
3. Using keyword planner to forecast Clicks, CTR, Avg CPC, Cost, and Conversions (Avg.CPA). For better Ads Rank (improve quality score) most of ads shown in absolute top or top page search results with right keywords, landing page user experience, CTA, increase CTR and reduce Avg CPC to get more conversions with limited budget.
4. Design good landing page layout an enticing site page for your target audience and website visitors. Create content Titles, Headings, Images, Videos, CTA, Mobile Responsive using Wordpress, Wix, Instapage, Canva other marketing tools Mailchimp, Hubspot, GetResponse, etc
5. Daily monitor campaign performance (demographics, interests, behaviors, location, network, device, and schedule time with bids adjustment, adding negative keywords, increase daily budget for best performing ads
6. Plan, create & write and post website content or blog/articles (page titles, meta descriptions, H1-H6, images/videos (alt, title tags, captions) for SERP features improve search engine visibility by Google organic ranked top page results. website name lakhotiaindia.in.
7. Off page SEO post articles, images/videos, stories, product/services, newsletters, product catalog, case studies and reviews into external websites social media Facebook, Instagram, Google Business, LinkedIN, Youtube, Twitter, Ezinearticles, Medium.com, Guest blogging, Blog/Forum discussions, Local Citation Directories to create backlinks building for improve better website ranking.
8. Setting up website into Google Analytics GA4 to tracking website page views, sessions, bounce rate, custom events, and conversions from different source/medium through search engines.
9. Using GA4 measure weekly report to improve website conversions KPI’s, for social media traffic, Facebook Pixel, LinkedIN insights, Email Marketing.

**Portfolios:**

I setup Google Responsive Search Ads Campaign for generate website B2B conversions/leads (form submit, phone call) using Automated Bid Strategy (Maximize Clicks/Maximize Conversions) Language: English, Network: Google Search, Location: Major Cities in India, Ad schedule Day/Time Mon-Fri (9:15AM to 8:30PM), using search keywords, negative keywords and audience settings by Detailed demographics, affinity, in-market, custom audiences(remarketing).

I managed WP-Engine Wordpress website https://**lakhotiaindia.in** setup google search console get verified then submit XML-sitemap for crawl/index pages/videos by Google. (site:lakhotiaindia.in) The page experience of website have HTTPS, mobile friendly, core web vitals page load speed tested on GTmetrix- Interactive Next Paint(INP<200ms), CLS<0.25s and LCP<2ms for improved search engine ranking organic traffic from Google/Bing.

Top 3 page position in google: M24 conveyor belt, m24 conveyor belt specification, conveyor belt joints, conveyor belt troubleshooting, conveyor belt problems and solutions, conveyor belt tracking methods,

Also setup Google Adwords Conversion Tracking in GTM using Conversion Linker & Google Ads Conversion Tracking, Gtag installed on their website to measure conversions tracking ex Form Submit, Button Click (CALL NOW) and property setup and events, conversion measurement tracking in GA4 analytics reports.

I managed large skus inventory Ecommerce Shopify store **Kidzon.co** added over 500+product listings and setup featured items in google merchant center shopping, also verified Google Map Business over 23+locations “Kidzon” Baby/Toys store in Chennai and Karnataka.

In Facebook **TotalProFitness** US brand https://www.facebook.com/TotalProFit

I managed Facebook page, post, and shop and ads for brand awareness/sales campaign objectives to achieve better Facebook profile reach, website traffic and conversions

In US Amazon marketplace I created SEO optimized product listings, PPC campaign Acos<10-15% and store design

Link: https://www.amazon.com/stores/node/9422627011

In Facebook **AskAmyDoll** Toys brand https://www.facebook.com/AskAmyDoll i worked on FB video ads for increased our social profile followers, website reach, video views and generated traffic.

www.askamydoll.com

**Previous Job**: **Ecommerce Executive** at **Ritz Trade Links Private Limited**, Chennai from 04-10-2021 to 30-09-2022. Experience in **Amazon Seller Central, Flipkart and Shopify** managed Product Keywords Research, Listings Creation & Optimization, Shipment Creation/Removal, Inventory Checking, A+ Content (EBC Description), Advertising(**Sponsored Product Ads, Brand & Display Ads Campaign**), Deals, Coupons, Prime Discounts, Promotions, improve page views, increase best seller rank, Customer Q&As, Returns/Claim Approval, Account Feedback, Product Reviews).

**AMAZON:** https://www.amazon.in/stores/GoodLuckBaybee/page/90183876-7263-4F45-B70C-89BE2102E369?ref\_=ast\_bln

**FLIPKART:**https://www.flipkart.com/search?q=goodluck%20baybee&otracker=search&otracker1=search&marketplace=FLIPKART&as-show=on&as=off

**SHOPIFY:** [**www.kidzon.co**](file:///C%3A%5CUsers%5Cparth%5CDocuments%5Cwww.kidzon.co)

**PREVIOUS EXPERIENCE**

I worked as a full time **Ecommerce Specialist** at **Freelancer.com** from **APR-2011 to SEP 2021**

**Profile Link:** <https://www.freelancer.com/u/ptbsolutions1>

**SKILLS EXPERTISE**: Amazon | Walmart | FlipKart | SEO | SEM | Photoshop | HTML | Wordpress | Shopify | Google Shopping Ads | Microsoft-Excel, V Lookup, Pivot Table Functions

I am honest, skilled, hardworking, reliable freelancer, gained experience over 5 years, my services related to an e-commerce marketplaces like Amazon Seller Central USA & UK eBay, Etsy, Walmart, Sears, also managed online store product data entry services, order processing, inventory tracking, shipping integrations, customer support in Shopify, WooCommerce single or bulk product upload using Specific categories Excel Template.

**Roles and Responsibilities**

* Amazon Seller Account Creation, Brand Registration, Category Approval, UPC Exemption and Competitors Brand Analysis.
* Amazon Seller Central Manage Catalog & Single or Variation Listings Creation & Optimization
* FBA Shipment Creation and Fix Appointment, FBA Inventory Tracking, Seller Flex Inventory Handling. Order Processing, Return Handling, Safe-T Claim Approval, Removal Orders Creation (Stranded, Unfulfillable, Disposal Items)
* Amazon Keywords Research – Helium 10, Keyword Scout, Ahrefs.com, Search Terms Report, Seller App. Product Titles, Features & Descriptions Copywriting, EBC Enhanced Brand Content A+ Creation (Manage your Experiments). Competitive price matching, winning Buy Box, Improve Page Views and BSR (best seller rank)
* Amazon PPC Campaign (Sponsored Product Ads, Brand ads and Display Campaign)
* Automatic & Manual Campaign with different did strategies Dynamic bids down only, up & down, fixed bids and placements ( top page results & product page results). Targeting with different match type keywords or Product Categories.
* Setting up Coupons, Subscribe & Save, Lighting Deals, DOTD, GIF, Promotions, and Giveaway. Amazon Store Design & Landing Page Optimization. Account performance notification ODR, Late Shipment, Order Cancellation, Policy Violations, Customers Questions & Answers, Customer Feedback and Product Reviews

**Amazon Store Link:**

**Little ROYALTEE:** https://www.amazon.com/stores/Little+Royaltee/page/A8EE578C-A013-4102-A5DD-7E81585E43E4?ref\_=ast\_bln

**BASTION GEAR - https://www.bastiongear.com/**

https://www.amazon.com/stores/BASTION/page/05D400F7-2B3C-4413-A569-D7DFB444AD3C?ref\_=ast\_bln

**TOTALPROFITNESS:** https://totalprofitness.com/

https://www.amazon.com/stores/ProFitness/page/3A62E5C0-72C0-4000-AF8E-EF960520365B?ref\_=ast\_bln

**PUNK CASE: https://www.punkcase.com/**

https://www.amazon.com/stores/PunkCase/page/BA9523D3-8DE0-4900-B4AB-D1CABFD7DAA7?ref\_=ast\_bln

**EVERFITTE: https://www.everfitte.com/**

https://www.amazon.com/stores/Everfitte+/page/C664E38E-0BC7-4FAD-8C3A-3F0DB95D413F?ref\_=ast\_bln

**CORP DESIGN:** https://www.corpdesign.com/

**TOPFASHION18:** https://topfashion18.com/ - **https://www.amazon.co.uk/s?k=Top+Fashion18**

**JB Soft System, Chennai**. From Sep 2006 to Apr 2009. I worked **VB Programmer** for Inventory Management System (VB, MS-Access & Crystal Reports), also managed domain hosting (FTP Server) Website Design (HTML Adobe Dream Viewer, Photoshop, CSS) like matrimony, business and educational websites.

**Vethon Communications**, **Chennai**. From: 11-02-2009 to 30-04-2010. I worked **Web Research / SEO Analyst** role is collect data from Google search copy & paste into excel sheet creating customer database for yellow pages directory, email & affiliate marketing. In SEO Off-Page optimization submit company info, website content, blogs into web2.0 directory, article press release websites.