



RAHUL KATLANA

Digital Marketing Manager

Digital Profile: <https://rahulkatlana.online>

40 Y / M / 15 Year Experience IT Professional



About

Digital Marketing IT Specialist with 15 years of experience in information technology, graphics, and lead generation possesses an associate degree in business management.

Contact



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122 A.K. Scheme No. 71, Near Gumashta Nagar, Indore

EDUCATION

BACHELOR OF COMMERCE

D.A.V.V. Indore 2003

MASTER OF COMMERCE

D.A.V.V. Indore 2005

M.B.A. MARKETING

D.A.V.V. Indore 2009

SKILLS

WordPress Web Technology
Performance Marketing,
Search Engine Optimization (SEO)
Social Media Optimization (SMO)
Social Media Marketing (SMM)
WhatsApp, Bulk SMS, E Mail blast
Voice Call Blast & IVR Solution.
Data Analysis, PR, Google Ads
ON Page SEO, Off Page SEO, Articles

CERTIFICATION

MICROSOFT CERTIFIED PROFISSIONAL

CERTIFIED COMPUTER SOFTWARE EXPERT
DATAPRO, Indore

COMPUTER HARDWARE & MAINTENANCE CERTIFICATION
Creative Computer Center

Professional Experience

2019 – Present Full Time

Company	AASHRAYA BUILDTECH PRIVATE LIMITED (RUCHI REALTY LIMITED)
Duration (Full Time)	5 Years. (2019-till date)
Position	Digital Marketing Manager.
Present CTC	8.40 LPA + Incentives.
Profile	Creating & Managing Real Estate Profile on All Major Platform like Magic bricks, 99Acers, Propertywala, Homeonline etc. Managing all activities related to firm. Creating Marketing strategy of Products and apply it to actual mark Word Press Web Development, Domain Registration & Management, Hosting Registration & Management, E Mail Configuration, On Page SEO, OFF Page SEO, Article Writing & Submission, Press Release, Graphics Designing, Social Media Optimization, Social Media Marketing, Pay per click (PPC), Google Ads, Facebook & Instagram Ads, OTT Ads, Google Analytics, Web Analysis, SEO Analysis, Ad word, Keyword Analysis, Google Business Listing, Google MAP Integrations, Payment Gateway Instigations. etc.

Company	SYNERGY EDUCATION INTERNATIONAL PVT. LTD (NEOCORP INTERNATIONAL LTD).
Duration	10 Years. (2009 - 2019)
Position	Assistant General Manager - Digital Media & Administration.
Profile	All Group 20+ Websites, Domain, Hosting Management & Updating. All Digital Marketing Activity Management that includes SEO, SMO, SEM, SMM, IVR, Amazon, eBay, Flipkart Portals Seller accounts Management, SMS, All Agency Coordination. Promote e-learning, Mexus Education, Plances & Brill kids (USA) tied-up and promote the product in India and managing all the social media platforms and website too. Registered products through affiliate's platforms like Flipkart, Amazon, snapdeal, Shopclues, eBay and many more. Promote and selling the products through affiliates platforms like Flipkart, Amazon, snapdeal, Shopclues, eBay and many more through digital marketing. CRM Related Management, AI & IT implementation when required. Contributes to team effort by accomplishing related results as needed. Give motivation to team and give rewards according to performance to improve the performance of team

Significant Highlights

- Qualified Lead Generation from various platforms (Facebook ads, Instagram ads, LinkedIn, Google Ads, Analytics, Automated call generation, Email marketing).
- Lead Analysis for all the social media platforms.
- All business pages and social media platforms optimization.
- Managing Social Media – Facebook, Instagram, LinkedIn, Twitter, Pinterest etc.
- Local business listing on all popular platforms like GMB, India Mart, Just dial, etc.
- Social bookmarking on all popular high DA, PA, websites like FB, Twitter, Insta, Pinterest etc.
- Managing the websites and On-page - Off page SEO optimization and making strategies.
- Co-ordination with External Agencies for designing, advertising and video creations.
- Co-ordination with Online Real Estate service provider's portals and manage the pages accordingly.
- Identify trends and insights, and optimize spend and performance based on the insights
- Plan and execute all digital marketing, including SEO/SEM, marketing database, email, social media
- Display advertising campaigns.
- Generate new ideas and strategies for Branding and promotion purpose and handling complete
- ATL, BTL marketing activities also like complete digital marketing, News Print media,
- Celebrity endorsement, Hoardings, kiosks, and Events and promotions. Coordination with agencies to design creative's print ads etc.
- Email marketing, whatsapp marketing etc and using various digital marketing tools.

DETAIL JOB ROLE ACTIVITIES:

Paid Marketing Tools –

- | | | |
|----------------------|----------------|-------------------|
| • Google Display Ads | • YouTube Ads | • True-Caller Ads |
| • Google Search Ads | • Twitter Ads | • SEMRush |
| • Social Media Ads | • LinkedIn Ads | • Uber-suggest |

Analytics: Google Analytics, Google Search Console, Google Keyword Planner, Google Trends.

Marketing Automation: Mail Chimp, Zoho CRM, Paramantra CRM, Customize CRM also.

Search Engine Optimization (SEO) – ON Page.

- Title tag , Header, H1, H2 tags, body tags creation & use for web page optimization.
- Alt tag of images & description tag creation & use for web page optimization.
- Outbound link creation for web pages.
- Internal link creation for optimization.
- Keyword use in slug.
- Robot.txt file creation.
- Sitemap XML creation.
- Friendly URL with keyword.

Articles Writing:

- Create article & content for web site.
- Maintain readability of article using easy words, less than 20 word in sentence creation, less than 300 words in each paragraph.
- Proper distribution of keyword in article.
- Start sentence with main keyword and proper distribute properly all keywords in articles.
- Use transition words minimum 30% in article.
- Use active voice maximum.
- Subheading distribution properly.

OFF Page:

- Social link building.
- Social Bookmarking.
- Social Media (Facebook , Whatsapp, Twitter, Instagram etc) Sharing.
- SMS & E mail Blasting.
- Directory submission.
- PDF submission.
- Image Sharing & Submission.
- Press Release Submission.
- Video promotion.
- Events Submission
- Review submission.
- Article submission.
- Forum posting
- Online answers.

WordPress Development:

- WordPress Web Development.
- Theme Based Web Development.
- Yoast SEO Analysis & Setup.
- Apply Security Certifications.
- WhatsApp & Chatbot, Wallet Setup.
- Web Forms Development.

Domain & Hosting

- Domain registration & management.
- Hosting registration, setup & management.
- E Mail registration & setup.
- Website certificates Registration & setup (SSL, Privacy, side guard etc.).

Awards & Achievement:

- Given 270+ Plots & 50+ Luxury apartments sale through Digital Marketing in last 3 year in Real Estate projects.
- Awarded by CEO for Best employee of the year (Service before Self) in 2011 in Synergy International Pvt. Ltd.
- GEM (Going Extra Mile) Award in 2014 by Chief Executive Officer of Synergy International Pvt. Ltd.
- Awarded by CMD for Best employee of the year in 2016 by parent company (Neo-Corp International Ltd.)
- Certified Digital Marketing and Generated AI assessment by Career Ninja.

I hereby solemnly assure that all statements made above are true and correct to the best of my knowledge and belief.

Place:

Date:

Rahul Katlana