



CONTACT

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Linked in

Kasaragod, Kerala

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SHRAVAN MURALI

Digital Marketing Strategist

PROFESSIONAL SUMMARY

Creative and forward-thinking individual with a passion for digital marketing. Possessing strong communication skills, I excel in conveying complex ideas clearly and effectively. Skilled in SEO, SMM, SEM, Content Creation, Email Marketing, LinkedIn Ads, and Google Ads, I thrive in guiding teams towards common objectives, inspiring creativity and achieving exceptional results. With a natural inclination for leadership, I approach challenges with fresh perspectives to develop engaging campaigns that resonate with target audiences.

TECHNICAL SKILLS

- SOCIAL MEDIA MARKETING (SMM)
- SEARCH ENGINE OPTIMISATION (SEO)
- SEARCH ENGINE MARKETING (SEM)
- CONTENT MARKETING
- MARKETING AUTOMATION
- GOOGLE ANALYTICS
- WORDPRESS
- VIDEOGRAPHY
- VIDEO EDITING

SOFT SKILLS

- COMMUNICATION
- LEADERSHIP
- CREATIVITY
- PRESENTATION

WORK EXPERIENCE

INTERNSHIP

FENIX ADVERTISING | KANNUR | APRIL 2024

Over the past 3+ months, I've collaborated with high-profile digital marketing agency in kannur, making strides in the digital realm

- CREATED AN E-COMMERCE WEBSITE: WWW.SHOP.CANONGRAPHER.COM
- CREATED 10+ WEBSITES
- DONE ON-PAGE AND OFF-PAGE ACTIVITIES FOR PORTFOLIO
- RANKED MY PORTFOLIO IN SERP
- DONE EMAIL MARKETING FOR MY E-COMMERCE
- DONE KEYWORD RESEARCH FOR ARMSTER MOVERS, UAE
- DONE SEO AUDIT FOR SOFTZONE INTERIORS

EDUCATION

DIGITAL MARKETING

OPENTUTOR ACADEMY | KANNUR | APRIL 2024

ACHIEVEMENTS

AWARDED AS THE ESTEEMED TITLE OF THE **BEST WEBSITE DESIGNER**.
OPENTUTOR DIGITAL ACADEMY

CERTIFICATIONS

- 3 MONTHS OF DIGITAL MARKETING TRAINING CERTIFICATE
- FUNDAMENTAL DIGITAL MARKETING
- SEMRUSH ACADEMY
- GOOGLE ANALYTICS
- ADVANCED GOOGLE ANALYTICS
- HUBSPOT CONTENT MARKETING
- HUBSPOT SOCIAL MEDIA MARKETING
- GOOGLE ADS SEARCH
- GOOGLE ADS VIDEO

LANGUAGES

- ENGLISH
- MALAYALAM
- HINDI

PROJECT EXPERIENCES

OF DIGITAL MARKETING

PORTFOLIO WEBSITE

- www.canongrapher.com

E-COMMERCE WEBSITE

- shop.canongrapher.com

SOCIAL MEDIA MARKETING (SMM)

- Prepared social media strategy for ferrero rochers
- Done Ads for Opentutor digital Academy
- Prepared SMM strategy for opentutor
- Content calenders
- Perfectly Handled social media accounts
- Meta pixel and e-com website

SEARCH ENGINE OPTIMISATION (SEO)

- Done Keyword Research for Armster Movers
- Done Keyword Research for Opentutor Academy
- Done SEO Audit for Softzone Interiors
- Sitemap Submission
- Blog Posts
- on page activities
- off page activities

WEB DESIGNING PROJECTS

- Catering website - <https://project.canongrapher.com/>
- Event Management - <https://canongrapher.com/event/>
- Apple (demo) - <https://canongrapher.com/a3-apple/>
- Mumbai (demo) - <https://canongrapher.com/mumbai/>
- Lawfirm (demo) - <https://canongrapher.com/a2-exponent/>
- Toronto (demo) - <https://canongrapher.com/toronto/>
- Oxted (demo) - <https://canongrapher.com/oxted/>
- Homezen (demo) - <https://canongrapher.com/homezen/>
- Pinnacle - <https://canongrapher.com/a1-tution/>

SEARCH ENGINE MARKETING (SEM)

- Google Ads
- Youtube Ads
- Shopping Ads

OTHER

- Linked in Ads
 - Email Marketing
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