



## CONTACT

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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

### DIGITAL MARKETING MANAGER

D ADS ADVERTISING | CALICUT | MAY 2024

### INTERNSHIP

FENIX ADVERTISING | KANNUR | MARCH 2024

- 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

## EDUCATION

### DIGITAL MARKETING

OPENTUTOR ACADEMY | KANNUR | DECEMBER 2023

### RESPIRATORY CARE TECHNOLOGY

AJ INSTITUTE OF MEDICAL SCIENCE | MANGALORE | AUGUST 2020

## 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

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### PORTFOLIO WEBSITE

- [www.canongrapher.com](http://www.canongrapher.com)
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### SOCIAL MEDIA MARKETING (SMM)

- Done Social Media Management for KSWDC - Reach
  - Done Ad Campaigns for KSWDC - Reach
  - Prepared SMM strategy for KSWDC - Reach
  - Prepared Content calendars for KSWDC - Reach
  - Done Ad Campaigns for Opentutor digital Academy
  - Done Ad Campaigns for Tansom Technologies
  - Prepared social media strategy for ferrero rochers
  - Prepared SMM strategy for Opentutor
  - Content calendars for Opentutor
  - Perfectly Handled social media accounts
  - Meta pixel and e-com website
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### WEB DESIGNING PROJECTS

- Art website - <https://sreeramavillyamkzhakam.com/>
- 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/>

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### E-COMMERCE WEBSITE

- [shop.canongrapher.com](http://shop.canongrapher.com)
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### 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
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### SEARCH ENGINE MARKETING (SEM)

- Google Ads
- Youtube Ads
- Shopping Ads

### OTHER

- Linked in Ads
  - Email Marketing
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