

SIVA KRISHNA

+91 9573013145 | crishna3690@gmail.com | [LinkedIn](#)

CAREER OBJECTIVE

An enthusiastic Digital Marketer with 2.4 years of experience in the domain driven by results and strategies. I have a good understanding of driving website traffic, lead generation, and conversions through digital marketing methods.

WORK EXPERIENCE

Digital Marketing Executive at Genesis Infocom Pvt Ltd

May 2022 – Present

- Boosted organic traffic by 40% through strategic keyword research and on-page optimization.
 - Drove a 25% increase in conversions by implementing advanced SEO techniques and content enhancements.
 - Elevated website rankings to the top 5 positions for high-competition keywords within six months.
 - Reduced bounce rates by 30% through targeted content improvements and user experience enhancements.
 - Secured high-quality backlinks from industry-leading sites, resulting in a 50% growth in domain authority.
 - Reduced ad spend by 20% while maintaining conversion rates through continuous keyword optimization.
 - Drove a 40% lift in lead generation by launching data-driven PPC campaigns tailored to business goals.
 - Maximized conversion rates by 30% by implementing smart bidding strategies and leveraging remarketing tactics.
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• PROJECTS UNDERTAKEN

- www.rocksaltinteractive.com

- www.amaravathipickles.com
 - thewaterproofingsolutions.in
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TECHNICAL SKILLS

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|------------------------------------|-----------------------------------|
| • Search Engine Marketing (SEM) | • Social Media Marketing (SMM) |
| • Search Engine Optimization (SEO) | • Social Media Optimization (SMO) |
| • Email Marketing | • Google AdWords |
| • Google Analytics | • Chat GPT |
| • Facebook Ads Manager | • Facebook & Instagram Marketing |
| • A/B Testing | • Google Search Console |
| • SEMrush | • Google Keyword planner |
| • MailChimp | • Ahref |
| • Microsoft Excel | • WordPress |
| • Canva | |
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CERTIFICATIONS

- The Fundamentals of Digital Marketing - by Google Digital Unlocked.
 - Google Analytics for Beginners - by Google Analytics Academy.
 - Getting Started in Google Analytics - by Coursera Project Network.
 - Marketing Analytics – by University of Virginia, offered through Coursera.
 - Introduction to Search Engine Optimization - by University of California, offered through Coursera.
 - Search Engine Optimization Fundamentals – by University of California, offered through Coursera.
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EDUCATIONAL QUALIFICATION

- Graduated from Hindustan Institute of Technology & Science in 2020 with 88%.