

Ravi Keshri

Founder at Ultramedi.in & Co Founder at Anabh.com

Summary

An internet marketing professional with a record of increased responsibility. Proficient in prioritizing and completing tasks in a timely manner, yet flexible to multitask when necessary. I enjoy learning new techniques and handling challenges. A team player, who is attentive to detail and able to work in a fast paced environment,.

6 years into Digital Marketing. Worked with Start-ups as well as Established ventures, took them on a scale in terms of maximizing online business ROI through various techniques and channels based on stats and analytic.

Started living the Web since 2010. My first stint was with Cellhut, a online cellphone retailer in USA. I was responsible to handle off-page promotion of the website and increasing organic sales.

In 2013, I joined Clay Telecom and worked closely with the top management. In earlier time I was responsible to handle their lead generation process through different channels. Also responsible to design the website process.

Now handling online campaigns of a new e-commerce start-up NET•A•KART (A Venture of Clay Group). Taking care of online sales and maintaining ROI and Customer Acquisition Cost, Generating and Analyzing various reports and prepare the strategy according to the reports. Working closely with founder members of the start-up.

Specialties: -

- Search Engine Marketing
 - Search Engine Optimization
 - Social Media Marketing
 - Social Media Optimization
 - Email Marketing
 - Affiliate Network Management
 - Online Reputation Management
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Experience

Founder at Ultramedi.in

April 2016 - Present (2 months)

UltraMedi.in delivers Medicine, Personal Care Products, Baby Products, Pet Care Products at your door step. Currently serving in Delhi - NCR.

Call us at 88826192767 or visit www.Ultramedi.in

Co Founder | Head Marketing & Operations at Anabh Solutions

December 2015 - Present (6 months)

After working in the industry since 2010,, thought to give a try to do something which terms as "My Own". Anabh Solutions is a complete Digital Marketing Service Provider based in New Delhi & Gurgaon. We helps people and companies from setting up the online business to getting the return out of it.

Services we provide: -

Software & Website Development

Digital Marketing

Affiliate Marketing

Conversion Rate Optimization

Brand Reputation Management.

Associate Manager - Digital Marketing at Clay Telecom

May 2014 - August 2015 (1 year 4 months)

Responsible for increase online sales on E-Commerce website.

Handles PPC Campaigns

Coordinates with Affiliate Network

Coordinate with Website Development & DesigningTeam

SEO Analyst at Clay Telecom

March 2013 - April 2014 (1 year 2 months)

Responsible for increase online sales on E-Commerce website.

Search Engine Marketing (Google Adwords, Bing AdCenter)

Managing Affiliates for Lead Generation

Search Engine Optimization (On-Page, Off-Page, Content Marketing)

Social Media Marketing (Facebook (Paid & Organic), Twitter, Google+, LinkedIn etc.

Coordinating With IT Team to Resolve Websites Issues.

Responsible for Website Performance Report.

Responsible For Online Reputation of Website (Reviews).

Sr. SEO Executive at Dreamsoft Infotech Pvt Ltd

September 2012 - March 2013 (7 months)

Search Engine Marketing (Google Adwords)

Search Engine Optimization (On Page, Off Page)

Social Media Optimization (Facebook, Twitter, Google+, LinkedIn

Website Performance Report Creation

Client Handling

Team Handling

SEO Executive at Green Chillies Web Solutions Pvt Ltd

January 2012 - September 2012 (9 months)

Search Engine Optimization (On Page, Off Page)

Website Performance Report Creation

Worked with Content Development and Website Development Teams

SEO Executive at Cellhut

March 2010 - January 2012 (1 year 11 months)

Worked on Search Engine Optimization (On-Page and Off-Page)

Education

Karnataka State Open University

Executive MBA, Information Technology, 2013 - 2014

Kuvempu University

B.Sc., Information Technology, 2008 - 2011

NIIT

HDSE, Software Engineering, 2008 - 2010

Languages

Hindi

(Native or bilingual proficiency)

English

Interests

Internet Surfing, SEO, SMO, Website Development, Website Designing, ecommerce, PPC, Online reputation management, Digital Marketing

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2 person has recommended Ravi

"Everyday affairs in SEO/SEM is overwhelming. A man, a machine, or a marvellous combo - Ravi executes everything single-handedly. He knows the trade, uses right tools, and reveals new tricks from his sleeves always."

— **Manmath Sahu**, *Sr Content Writer/Manager, Clay Telecom (clay.co.in and netakart.com)*, worked directly with Ravi at Clay Telecom

"I have seen a hunger to learn new things and implement them in the process. He loves to do experiments to find better way to do things. A very enthusiastic person and do everything possible to get his task done. His knowledge about digital marketing is very good as well as reports he prepare are very clear and results oriented. "

— **Poll Adems**, *Digital Marketing Expert, Clay Telecom*, worked directly with Ravi at Clay Telecom

[Contact Ravi on LinkedIn](#)