Ramees Cheruvote

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PROFESSIONAL SUMMARY

16+ Years of industry experience in digital marketing with planning, strategy, tactics, actions, control, situation analysis, remapping and 3 years of teaching experience; in overall 16 years of career with interactive strategy in business development.

Positions Held

* Digital Marketing Consultant at Bangalore Ad Agency (www.BangaloreAds.Agency), 2016 - Present
* Digital Marketing Head at Qusec Retail Ventures Pvt Ltd, 2013 - 2016
* SEM Analyst, Amvensys technologies pvt ltd (sister concern of Himalaya),2010-2013
* Team leader (SEM), Rabi Interactive Pvt Ltd, 2008-2010
* Senior executive (PPC) at Search Marketing Agency Pvt ltd, 2005-2008
* Lecturer, Mercy College, 2002-2005

Honors and Awards

* GAC United Kingdom
* The best excel award, Natural search review 2006

Recommendations

LinkedIn: <https://in.linkedin.com/in/rameescheruvote>

Ramees is very patient to give suggestions on marketing and give clear report every week. If you are looking for someone who helps you with Google Adwords, Ramees is the perfect one for you - ***FAN JIA****, Marketing Manager at BCC Mandarin Ltd, Greater London*

Ramees is a someone who is making clear and perfect ideas and business plans of the marketing trends for our websites – ***KEN PATTERSON****, President of Advance Innovation Inc, USA*

Ramees managed my accounts several times and he has always delivered clear, easily understood reports and makes sure I understand the technology he manages for me – ***Marc Carlson****, President at Edge Film Technologies, USA*

Work Experience

**Digital Marketing Consultant at Bangalore Ad Agency (www.BangaloreAds.Agency)**

August 2016 – Present

Bridge between businesses and the online world, helping them to sell products, services, and advise a company the best way to reach their customers, it allows businesses to leverage different channels to better target their customers. It brings latest marketing tools, technology and trends together. Businesses of all shapes and sizes can effectively reach out their audiences and prospective customers with digital marketing.

Helps the clients to web design & development, SEO, paid media (Facebook, Instagram, LinkedIn, Google Ads), video advertising (YouTube), affiliate and marketplace marketing.

**Business Head at Qusec Retail Ventures Pvt Ltd**

December 2013 – July 2016

Strategy sketch and gear up digital, inventory and marketing for online supermarket HomeNeed.com situated at South Bangalore, the main competitive player of Bigbasket.

Responsibilities include:

* Responsive sketch of Business Development and inventory.
* Planning and budgetary control of all measures
* Devising strategies to drive online traffic to the website and app installation
* Strategy sketch for pull and push marketing
* Utilizing a range of techniques including paid search, SEO, PPC and social
* Inventory management and additions.

**Search Engine Analyst at Amvensys Technologies Pvt Ltd.**

December 2010 – July 2013

Analyze and creates comprehensive strategies using online media optimize (increasing the percentage of visitors that convert into customers) website content to ensure both search engine visibility and favorable user experience and managing the ecommerce trading

Responsibilities include:

* Creation and execution of internet marketing plans that included use of pay-per-click advertising, digital promotional campaigns, search engine optimization, e-newsletter and its distribution
* Social Media Optimization and Marketing (SMO/SMM).
* Develop and manage relationships with external vendors.
* I implement my various skills on social medias to promote the brand and its services to drive traffic that connects and stays on the website.
* Ensure that all websites and internet properties under my influence have been technically optimized to attract and engage visitors for target audience.
* I assign marketing staff to supervise these social media platforms and provide regular updates on fans, followers and site visitors.
* Coordinate between various departments, including Product and Technology, to ensure seamless execution on new marketing efforts.
* Direct landing page optimization through use of multivariate testing and audience segmentation.
* Manage customer service program.
* Creation and execution of digital promotional campaigns
* Keep up with any trends and convergence with other industries.
* And work to track and monitor site traffic by optimizing campaigns based on the best performing strategies.

**Team Lead (Search) at Rabi Interactive**

July 2008 – November 2010

Responsible to handle multiple clients and accounts, and will be a part of a larger team that's all dedicated to online marketing and search engine marketing

Responsibilities include:

* Day to day project management of the company's initiatives, including implementation of internally and externally lead initiatives.
* Direct landing page optimization through use of multivariate testing and audience segmentation.
* Ensure that all websites and internet properties under my influence have been technically optimized to attract and engage visitors for target audience.
* Build systems and protocols internally that ensure all content is optimized across all platforms and user experiences.
* Social Media Optimization and Marketing (SMO/SMM).
* Lead and execute all SEO/SEM technology development, initiatives and link development efforts.
* Coordinate between various departments, including Product and Technology, to ensure seamless execution on new marketing efforts.
* Research with important keywords and key phrases to utilize then in the correct priority for search engine optimization & Stays up to date with industry trends.
* Prepare and present reports to executive leadership on program effectiveness and optimization.
* Promote both offsite and onsite activities and also the interactions that build ranking, profile and traffic.
* Create, monitor and evaluate PPC campaigns across Google & Microsoft Ad Centre.
* Manage SEO/SEM team by motivating and guiding them for best overall performance.
* Working on latest Web trends and Google Analytics to study the user behavior on the websites.

**Senior executive (Search Engine Marketing) at Search Marketing Agency & Natural Search Pvt Ltd**

November 2005 – June 2008

Working on latest Web trends and Google Analytics to study the user behavior on the websites, understanding Clients marketing objectives and fully analyzing their online sector and competitors, Evaluating and testing existing website content, layout, hosting infrastructure, Keyword Market Research on targeted markets keywords searching

Successfully created and managed Search marketing campaigns that included - Rich Media Advertising, e-mail campaigns, banner ads, newsletters and various promotional strategies.

Responsibilities include:

* Responsible for complete SEM process (on & off page optimization) and web analytics.
* Provided landing page analysis, keyword market research on targeted markets searching habits.
* Provided SEM guidance and recommendations for SEM friendly website design and development.
* Developing and improving websites to enhance natural search rankings.
* Created competition analysis reports, analyzed existing data from server logs and created statistical analysis to project current search engine traffic patterns.
* Studying the project thoroughly and achieving the possible ranking.
* Research with important keywords/PPC techniques and key phrases to utilize then in the correct priority for search engine optimization & Stays up to date with industry trends.
* Promote both offsite and onsite activities and also the interactions that build ranking, profile and traffic.
* Developed META-DATA collection and analysis applications for Targeted & Lateral Marketing Campaigns.
* Developed Company/Product Branding strategies with high success rates.
* Evaluated and tested existing site's content, layout, server infrastructure.
* Used ethical/white-hat Search Engine Optimization techniques to produce solid high rankings for numerous keywords.
* Set up web analytics to look at critical KPIs, including overall traffic, traffic quality, leading keywords, average time spent on site, percentage of new vs. returning visitors, and most viewed pages
* Research of new multimedia technologies that were integrated into existing and planned for future projects.
* Google Business Listing and Product Listing.
* Using web tools to track site traffic, rankings, and ultimately sales.
* Sitemap Generation in XML & TXT format.
* Marketing Intelligence for your site and research into your web competitors to creates maximum appeal for the major search engines
* Link Building and Deep Link Submission.

**Lecturer at Mercy College vadakara, kerala (June 2002 – June 2005)**

Responsible to handle classes for bachelor students with science subjects mainly Computer science.

Education

* **Master of Science** in Computer Science, May 2005, Kannur University
* **Bachelor of Science** in Chemistry, physics and mathematics, May 2003, Kannur University
* **Pre Degree (+2)** in Physics, Chemistry, Biology, Calicut University
* **SSLC (Senior Secondary),** Government of Kerala
* **Diploma in data entry and software operations,** LBS center for Science and Technology.