RAGHAVENDER CHARI

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WORK EXPERIENCE

MindHuntz Digital Services Pvt Ltd   **Hyderabad, INDIA**
Marketing Strategist   *March 2022 – Present*
- Handling the team and clients
- Creating responsive websites using websites on WordPress & Shopify.
- Working on the strategies with the clients and implementing them with the team
- Created 70% Growth using SEO strategies and generated 80% more leads reduced the Avg.CPC on google ads by 40% for few clients.

Lynns Apothecary   **Brussels, Belgium**
Digital Marketing Specialist   *December 2021 – March 2022*
- Responsible for: Shopify Store, SEO, Google ads & Meta Ads.
- Ranked 50+ pages one the first page, created a huge organic growth from 120K+ impressions to 500K organic impressions. Generated $5M revenue in 8 months.

MZ Digital Marketing   **Arlington, VA**
Account Manager   *January 2020 - December 2021*
- Responsible for: WordPress, SEO, Google ads & Meta Ads.
- Responsible for handling client's accounts (SEO, Google Ads, Facebook & WordPress Websites)B2B and B2C client marketing campaigns, from planning to optimization.
- Handled $60K Google ads budget and increased conversions by 90% with the lowest Avg.CPC
- Achieved better acquisition via retargeting pixels (gtags, fb pixels) to convert users who visited the website but didn't convert - 19% increase in acquisition.

Cognizant Technology Solutions   **Hyderabad, INDIA**
Process Executive   *September 2018 – January 2020*
- Create Pay-per-click marketing campaigns, Test and analyze the performance of PPC Campaigns, determine appropriate bids for ads to appear on google search.
- Tracking user behaviour using Google analytics
- Efficiently utilizing Google Analytics and tracking conversions for optimal campaign performance.
- Working on the WordPress CMS to create websites and working on the website performance

CYIENT LTD   **Hyderabad, INDIA**
Digital Marketing Executive   *DEC 2015 – September 2018*
- Utilize keyword research tools to track progress and performance. Traffic analysis, visitor tracking, and preparing reports for an assigned website using web trends and Google Analytics.
- Monitor effectiveness of SEO and marketing programs in terms of traffic.

EDUCATION

Osmania University   **Hyderabad, INDIA**
BSC in Computer Science   *Hyderabad: June 2015*

SKILLS & INTERESTS

Skills: SEO | SEM | Google Ads | FacebookAds | WordPress | Shopify | HTML | CSS | JavaScript | GoHighLevel | Google Analytics | Google Search Console | Google Tag Manager

Certifications:
- Search & Display Ads certification by Google
- Microsoft Shopping ads certification
- SEO Certification by HubSpot and SEMrush
- Shopify Partner

Interests: Technology, AI, Books, Working Out