

# Soundarya S

## Passionate Digital Marketer

### PROFESSIONAL EXPERIENCE

**Content Operations - Operations Associate 2** Aug '20 - Present  
**ShareChat** Bangalore, IN

*India's no.1 social media firm with an employee base of 1k professionals*

- Responsible for content verticalization with trending events, category development, marketing collateral and digital PR activities
- Conducted **500+ in app campaigns** for creator community and content variety development
- Onboarded **3000+ creators, 100+ reporters and 20+ influencers** via campaign strategy & activities

**Language Head - Tamil** Jan '19 - Aug '20  
**Vokal & Koo** Bangalore, IN

*An indian social media startup, headquartered in Bangalore with an employee base of 100 professionals*

- Optimized keywords for questions and answers in Vokal app & **ranked 1000+ Q&As** across all languages in google search
- Onboarded 100+ experts & interviewed 50+ eminent personalities, experts, celebrities, etc., to increase user engagement
- Created 50000+ questions and answers** in various topics which helped to drive users retention and increased app installation count

**Content Manager** Jul '17 - Jun '18  
**Tinystep** Bangalore, IN

*Flipkart funded startup with an employee base of 50 professionals*

- Created **2000+ blogs, 3500+ creatives for app**, website and social media handles
- Done keyword optimized article creation and ranked 10 of them in google search
- Achieved **1 lakh 35 thousand likes & followers** for Tinystep Tamil facebook page (0-1.3Lakhs) organically
- Conducted **20+ moms meet up** to build brand image & to increase brand awareness

### EDUCATION

**PG Certification in Digital Marketing and Communications** Jun '21 - Feb '21

**MICA & upGrad** Bangalore, IN

*India's Top Digital Marketing & Communications Institute*

- Course Modules:**
  - Fundamentals of Digital Marketing Metrics and Channels | Designing and Building Web Presence & Analytics | SEO
  - Social Media Marketing | Defining a Robust Digital Marketing Strategy | Email Marketing | Branding & Communication
  - Content Marketing Specialisation | Marketing Analytics | Marketing Communications with focus on Public Relations

**Bachelor of Electronics And Communication Engineering** Aug '13 - May '17

**National Engineering College, Kovilpatti - Anna University, Chennai** Tamilnadu, IN

*Well reputed institution in down south of Tamilnadu*

- Awarded as best cadet & volunteer in NCC & IEEE professional club | Conducted 500+ social awareness rallies, contests, events

### KEY MARKETING PROJECTS

**Objective:** Google Search and Display Ad Campaign- Blog Traffic (2020)

- Solution:** Streamline keywords, implement PPC campaigns & **boost traffic**
- Achievements:**
  - CTR for search and display campaigns are at 6.40 % and 0.37% which are almost similar as per Industry benchmarks.

### CONTACT

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### SUMMARY

A proactive digital marketer who is experienced in developing and implementing marketing strategies to advertise and promote products & services with the latest marketing techniques and tools . Seeking a challenging profession which helps for the growth of an organization as well as for an individual

### KEY SKILLS

• **Marketing Strategy Development & Implementation**  
• **Branding & Communication** • **Market Research** • **Content Marketing** • **Marketing Communication with Focus on Public Relations** • **Social Media Marketing** • **SEO & Keyword Optimization** • **Content Strategy**  
• **Web Analytics** • **SEM** • **Email Marketing** • **Content and Community Strategy & Management**

### TECHNICAL SKILLS

• **Facebook Ads** • **HubSpot** • **Google Ads** • **Hootsuite** • **Google Analytics** • **Unmetric** • **WooRank**

### LICENSES & CERTIFICATIONS

- Post Graduate Certification in Digital Marketing & Communication - MICA & Upgrad (6/2020 – 02/2021)
- Specialization in Branding & Communications - MICA & Upgrad (01/2021 – 02/2021)
- Specialization in Social Media and Content Marketing - MICA & Upgrad (02/2021 – 03/2021)
- Growing Business with Facebook (03/2021)