

Lekha Prabhakar

Digital Marketing Executive

Qualified Digital Marketing Executive with two years of experience in Social Media marketing . Proven successful at digital marketing and working closely with clients to closely manage marketing projects and realize profitable outcomes. Expert in strategizing company growth and monitoring new business technologies and markets closely

Education

- 2013-06 - 2014-04** **10th Grade**
Padma Seshadri Bala Bhavan Senior Secondary School - Chennai , Tamil Nadu , India
- 2015-06 - 2016-04** **High School Diploma**
Balalok Matriculation Higher Secondary School - Chennai , Tamil Nadu , India
- 2016-08 - 2019-05** **Bachelor of Science: Electronic Media**
College of Engineering Guindy, Anna University - Chennai , Tamil Nadu , India






Work History

- 2019-07 - Current** **Digital Marketing Executive**
G R Infotech, Chennai, Tamil Nadu
Developed technical and non-technical presentations marketing presentations, public relations campaigns, articles, newsletters and digital marketing
- Created solution-based execution plans to achieve business goals based on Google Analytics and internal reporting data.
 - Directed traffic growth strategies, SEO, content distribution, email marketing and trackbacks.
 - Utilized Google Analytics to set up, monitor and analyze content success and identify opportunities for content improvement.
 - Brainstormed content marketing strategies based around client's business goals, existing content and chosen key performance indicators.
 - Created and distributed monthly SEO reports to notify clients of site traffic, goals and KPIs.
 - Developed digital marketing strategies by studying economic indicators, tracking changes in supply and demand, identifying customers and monitoring competition.

Contact

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Skills

- Product lifecycle management  Excellent
- Quantitative and qualitative market research  Very Good
- Relationship building and retention  Excellent
- E-mail and direct mail marketing campaigns  Excellent
- Performance metrics analysis  Very Good
- Social media engagement  Excellent
- Quantitative and qualitative market research  Very Good
- Publishing expertise  Excellent