# NAMBI SRAVAN KUMAR

**Digital Marketing Manager**

sravankumarnambi@gmail.com | +91 9121316283 | www.sravankumarnambi.space

## CAREER OBJECTIVE

Results-driven Digital Marketing Manager with over 8 years of experience across IT, retail, real estate, e-commerce, and international markets, including strong exposure to international sales and outbound lead generation. Expertise spans SEO, PPC, social media marketing, content strategy, web development, and graphic design. Proven ability to drive brand growth, generate high-quality leads, and maximize ROI through data-driven strategies. Highly skilled in using analytics to enhance online visibility, engagement, and conversion performance. Seeking a challenging role in an innovative, growth-focused organisation.

## WORK EXPERIENCE

- **A&A Corporation – Kohler Channel Partner, Hyderabad.** April 22nd 25 to Dec 15th 25

**Digital Marketing Manager / Web Developer**

https://kohler.aacorp.in/ https://aacorp.in/

Managing end-to-end digital marketing, social media strategy, and web development for Kohler's online presence, while automating lead management through Zoho CRM to drive traffic, engagement, and e-commerce growth.

- **Nexgen Life Space Design LLP / Avance Co-working Space,** Feb 1st 24 to April 15th 25

**Digital Marketing Manager**

https://nexgenlifespace.in/ https://avancecoworking.com/

Executed digital campaigns for real estate and co-working brands to increase visibility, generate leads, and optimize ROI through SEO and paid ads. Desigining Company websites and Project Micro Websites

- **Solventek Pvt. Ltd., Hyderabad** Aug 8th22 to Jan 31st 24

**Digital Marketing Manager**

https://www.solventek.com/

Directed SEO, PPC, and content marketing strategies while leading a 15-member team; managed target profile hunting for clients, created marketing visuals, and optimized campaigns to boost B2B lead generation and conversion performance.

- **JGP Solutions Pvt. Ltd., Hyderabad** Jan 09th 21 to July 03rd 22

**Digital Marketing Executive & SEO Specialist**

https://jgpsolutions.in/

Handled end-to-end digital marketing activities, including on-page/off-page SEO, social media, and analytics for 80+ IT and non-IT clients across education, real estate, healthcare, finance, and hospitality sectors, including international clients from the USA, Canada, and the UK, while consistently updating project performance to management.

- **Linkwell Tech Solutions Pvt. Ltd., Hyderabad** Aug 10th 17 to Dec 24th 20

**Social Media Specialist & Junior SEO**

https://linkwelltechsolutions.in/

Supported social media and SEO operations, managing content, engagement, and link-building activities to increase website traffic and awareness.

## ROLES & RESPONSIBILITY

- Plan and execute all digital marketing initiatives, including SEO/SEM, marketing database, email, social media, e-commerce, and display advertising campaigns.
- Design, build, and maintain a strong social media and online store presence to boost engagement and sales.
- Measure and report performance of all digital marketing campaigns, analyzing results against ROI, KPIs, and conversion metrics.
- Identify emerging market trends and consumer insights, optimizing marketing spend and campaign performance based on data-driven results.
- Brainstorm and implement creative growth strategies to enhance brand visibility and online sales.
- Plan, execute, and measure A/B testing, conversion rate optimization (CRO), and customer journey experiments.
- Collaborate with internal teams to develop high-performing landing pages, e-commerce product listings, and user experience enhancements.
- Leverage strong analytical skills to evaluate the end-to-end customer experience across multiple channels, touchpoints, and e-commerce funnels.
- Instrument conversion points and optimize user funnels for lead generation and online purchase efficiency.
- Collaborate with agencies, designers, developers, and vendor partners to ensure alignment and performance excellence.
- Evaluate and adopt emerging digital and e-commerce technologies to stay ahead of market trends.
- Drove outbound sales initiatives by prospecting, engaging, and converting new clients through calls and digital channels, recommending tailored Google and Meta Ads solutions to achieve client goals and exceed revenue targets.
- Leveraged Ads expertise and AI-driven tools to optimize campaign performance, maximize ROI, manage client relationships, and support international clients across multiple time zones.
- Provide thought leadership and strategic recommendations for innovation and digital adoption.

## SKILS

- **Digital Marketing Tools:** Google Analytics, Google Webmaster Tools, SEMrush, GTmetrix, Screaming Frog, MOZ, Google Keyword Planner, Ubersuggest, Ahrefs, SEO Profiler, SiteLiner, SimilarWeb, LSI Graph, etc.
- **AI Tools:** ChatGPT, Zapier, Grammarly, Jasper, Surfer SEO, Hemingway Editor, Optimove, Notion AI, FullStory, Browse AI, Copy.ai, Feed Hive, Flow, Gemini AI, Black Box.
- **CRM Tools:** HubSpot, LeadSquared, Zapier, Zoho CRM, etc.
- **On-Page SEO:** Expertise in Alt Tags, Title Tags, Anchor Text, Meta Descriptions, Meta Keywords, Keyword Research, Canonical Tags, Content Optimisation, Image Optimisation, Sitemap Creation, Robots.txt Management, etc.
- **Off-Page SEO:** Skilled in Blog Posting, Article Submission, PPT Submission, Blog Commenting, Social Media Sharing, SlideShare, Social Bookmarking, Directory Submission, Photo Sharing, Video Promotions, Classified Submission, PR Submission, Local Listings, Infographic Submission, Guest Posting, and Quora Marketing.
- **Social Media Optimisation (SMO):** Facebook, Threads, Twitter, Instagram, Pinterest, YouTube, LinkedIn, etc.
- **Search Engine Marketing (SEM):** Google Ads, Bing Ads — with experience in e-commerce ad campaigns, shopping ads, remarking, and conversion tracking.

- **Social Media Marketing (SMM):** Facebook, Instagram, YouTube, Twitter, LinkedIn, WhatsApp, Snapchat — with a focus on paid social campaigns, influencer marketing, and e-commerce product promotions.
- **Search Engine Marketing (SEM):** Google Ads, Bing Ads — with experience in e-commerce ad campaigns, shopping ads, remarketing, and conversion tracking.
- **Social Media Marketing (SMM):** Facebook, Instagram, YouTube, Twitter, LinkedIn, WhatsApp, Snapchat — with a focus on paid social campaigns, influencer marketing, and e-commerce product promotions.
- **E-commerce Skills:** Product Listing Optimization, Shopify, WooCommerce, Amazon Seller Central, Flipkart Seller Hub, Marketplace SEO, Performance Tracking, Cart Abandonment Recovery, Google Merchant Center, and Conversion Rate Optimization (CRO).
- **Web Design & Development:** HTML, CSS, Bootstrap, WordPress — with hands-on experience in developing and managing e-commerce websites and more .
- **Graphic Design:** Adobe Photoshop, Canva, CorelDRAW, Adobe Illustrator, Adobe InDesign, Sketch, Figma, FontSpace — with experience in creating product creatives, ad banners, and e-commerce visuals.

## TECHNICAL SKILLS

- Language: HTML, CSS, Word press Basic-Java, Bootstrap
- Operating Systems: Windows 11, IOS, Linux
- Hobbies: Readings Articles, Blogs, Internets Surfing, Research

## PERSONAL ABILITY AND SKILLS

Hardworking, Honest, Dedicated, like to work in a team, Flexible, focus towards my Work, always interested to gather new knowledge, Obedient.

## CERTIFICATIONS & PROFESSIONAL TRAINING

- **Google Ads Certification**

Hands-on experience in Search, Display, Video, and Performance Max campaigns with conversion tracking and optimization.

- **Meta Ads Certification**

Expertise in Facebook and Instagram ad strategy, audience targeting, creatives, and performance optimization.

- **Digital Marketing & E-commerce Professional Certificate**

Comprehensive training covering SEO, Paid Advertising, Social Media Marketing, Content Strategy, E-commerce Operations, and Analytics.

- **Google Analytics Certification (GA4)**

Skilled in GA4 setup, event tracking, funnel analysis, and data-driven performance reporting.

- **Web Development & CMS Training**

Practical experience in PHP, HTML, WordPress, including website development, landing pages, and performance optimization.

- **Graphic Design for Digital Marketing**

Proficient in creating high-conversion creatives for ads, social media, and brand communication.

## Projects (B.Tech – 2016)

### 1. AI-Driven Social Media Intelligence & Automation

**Description:**

This project focused on the integration of Artificial Intelligence in social media platforms to analyze user behavior, content performance, and engagement patterns. It explored how AI can be used for content personalization, audience targeting, sentiment analysis, and automated decision-making to improve reach and user interaction. The project highlighted the role of AI in transforming social media marketing, data analytics, and platform efficiency.

### 2. The Future Evolution of Social Media Platforms

**Description:**

This project analyzed the future direction of social media, covering emerging trends, technology adoption, and changing user behavior. It examined the impact of AI, automation, data privacy, personalization, and platform algorithms on how social media would evolve for businesses and users. The project provided insights into future digital communication, marketing opportunities, and platform innovation.

## EDUCATIONAL CREDENTIALS

| Qualification | Institute | Board/University | Year | % / CGPA |
|---|---|---|---|---|
| ECE | A1 Global Collage of Engineering and | JNTUK | 2019 | 75% |
| 12th | AS Junior College, Tuggali (Kurnool - | BOI | 2015 | 71% |
| 10th | St. Joseph's English Medium High | SSC | 2013 | 78% |

## PERSONAL DETAIL

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|---|---|---|
| Date of Birth | : | 12th April,1998 |
| Nationality | : | Indian |
| Gender | : | Male |
| Language Known | : | English, Hindi, Telugu, Kanada, Tamil. |
| Hobbies | : | Playing Chess, Positive Attitude, Reading articles and books, Internet browsing For new Technology, etc |

## DECLARATION

I, Sravan Kumar, hereby declare that the information provided in this resume is true, accurate, and complete to the best of my knowledge and belief. I take full responsibility for the correctness of the details mentioned herein.

**Place: Hyderabad**

**(N. Sravan Kumar)**