

# AYYAGARI YOGANAND

## Yoganand Ayyagari

Address: Flat 301, Sri Balaji Residency, Srinivasa Colony,  
Nizampet, Hydernagar, Kukatpally, Hyderabad, India.

Mobile: +91 – 8341776494,

Email: [yoganand4u@gmail.com](mailto:yoganand4u@gmail.com)



### Career Objective:

To pursue a professional career & a challenging position in a competitive and progressive environment, where I can effectively contribute my skills as SEO, PPC, Paid Media Social Media Professional by possessing component Technical skills.

### Expertise:

- ◆ Search Engine Optimization (SEO )
- ◆ Search Engine Marketing
- ◆ Facebook, Instagram & LinkedIn Ads
- ◆ Google Analytics/Webmaster tools
- ◆ Amazon FBA Marketing
- ◆ Influencer Marketing
- ◆ Video Marketing
- ◆ Email Marketing

### Education:

- B.com from JNTU University 2004.
- Certified From **Google, Hubspot, Bing and YouTube.**

### Professional Experience:

**Company: Digital Marketing Trainer - DMT (Oct 2021 – Till Date)**

**Designation: Digital Marketing Trainer**

#### **Responsibilities:**

- Managing Paid Marketing Campaigns on Google.
- Maintaining Social Media Marketing Campaigns on Facebook & Instagram.
- Using Google Analytics for smart analytics of overall campaigns and specific online/offline promotions.
- Keep up to date with current digital trends.
- Provide Digital Marketing classroom/online Training.
- Conducting Webinars, Events, and Seminars & Workshops for Students, Working Professionals, Business people & Households.
- Conduct clarification Sessions for the trainees at different intervals.

Contact: [yoganand4u@gmail.com](mailto:yoganand4u@gmail.com)

Call: 8341776494

## AYYAGARI YOGANAND

**Company: Punarjan Ayurveda Hospital - (Jan 2019 – Sep 2021)**

**Designation: Digital Marketing Manager | Amazon Advertising**

**Responsibilities:**

- Focus on lead generation initiatives through all digital platforms, including Facebook, Instagram, YouTube, Linked In, Google Ads, SEO, Quora, Influencer Marketing, WhatsApp Marketing, and Events.
- In a fast-paced, rapidly growing environment, I monitor all paid campaigns like social media, search, display, mobile, Quora, Amazon Ads, and email channels.
- Accountable for all performance marketing leads to drive traffic, engagement, shows that support reaching out to target groups and their retention.
- Focusing on customer benefit, managing performance marketing channels like Search, Social, Affiliate, Email, remarketing, influence marketing. Collecting customer data, segmentation, and driving personalization of owned media.
- Optimizing & Monitoring Products on Amazon store
- Running Amazon Paid ads to generate sales for the product.
- Analyze data to monitor revenue performance and uncover areas for improvement.
- Prepare and present recommendations, reports, and findings from experimental data up to the executive level.

**Company: Digital Floats Hyderabad (March 2017 – Dec 2019)**

**Designation: Digital Marketing Manager | Instructor Lead trainer**

**Responsibilities:**

- Managing Paid Marketing Campaigns on Google & Bing.
- Maintaining Social Media Marketing Campaigns on Facebook, Instagram & LinkedIn.
- Experience in optimizing landing pages and user funnels
- Using Google Analytics for smart analytics of overall campaigns and specific online/offline promotions.
- keep up to date with current digital trends.
- Provide Digital Marketing classroom/online Training.
- Explain Case studies of the Present Market Trending Concepts for Trainees.
- Conduct Webinars, Events, and Seminars & Workshops for running batches and completed batches for our Students, working Professionals, Business people & Households.
- Conduct clarification Sessions for the trainees at different intervals.

**Company: AJR Info systems (Nov 2015 – Feb 2017)**

**Project: GoRummy.com**

**Designation: Digital Marketing Specialist**

**Responsibilities:**

- Managing SEO activities strategy development, keyword research, managing back links and link-building.
- Managing Paid Marketing Campaigns in Google on both Search & Display Network.
- Social Media Marketing Campaigns on Facebook, LinkedIn & Twitter etc.

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## **AYYAGARI YOGANAND**

- Managing Email Marketing campaigns for Go Rummy, using major tools like sendgrid, Mail Chimp etc.
- Using Google Analytics for smart analytics of overall campaigns and specific online/offline promotions.
- Keep up-to-date with constantly changing technological and search engine trends, algorithms and ranking factors.
- Knowledge of CMS, CRM, HTML, and CSS is advantageous.

**Project: CentraTravels (Travel Agency)**

**Designation: Digital Marketing Expert**

### **Responsibilities:**

- Plan and manage Social Media Marketing strategies on LinkedIn, Twitter, Facebook, Google+ and YouTube
- Create Social Media Campaigns and calls-to-action to drive target customers to client sites and generate leads.
- Interact with members in social media to increase views and connections.
- Perform Website Analysis, keyword research and assess link building opportunities
- Prepare analytics and ranking reports and present to clients and management

**Company: Whacked out, Hyderabad (June 2014 – Mar 2015)**

**Designation: Video Marketing Expert**

### **Responsibilities:**

- Performed Channel Analysis, keyword research and assess link building opportunities
- Performed competitor Video SEO research
- Prepared analytics and ranking reports and present to clients and management
- Kept up-to-date with constantly changing technological and search engine trends, algorithms and ranking factors
- Improved and maintained video ranking in YouTube channel and Google search page.

**Company: DIGIQUESTSTUDIOS, Hyderabad (July 2013 – May 2014)**

**Designation: Sr. SEO/SEM Analyst**

### **Responsibilities:**

- Involved in SEO strategy development, keyword research, managing back links and link-building.
- Performed SEO, PPC, SEM, SMM campaigns creation, control and analysis.
- Involved in events organization: planning, implementation, and quality control.
- Prepared analytics and ranking reports and presented it to clients and management

## AYYAGARI YOGANAND

**Company: Comprint Multimedia, Hyderabad (April 2009 – June 2013)**

**Web: [www.comprintcdworld.com](http://www.comprintcdworld.com)**

**Designation: SEO Analyst**

### **Responsibilities:**

- Involved in SEO (Search Engine Optimization) On Page/Off Page.
- Performed Social Media Optimization.
- Involved in YouTube Promotion for Comprint Channel.
- Involved in Amazon Product Promotions
- Involved in Google Play Store App Promotions

### **Personal Details:**

Father Name : Mr. A. Srinivas Murty  
Date of Birth : 10th Jan, 1983  
Marital Status : Married  
Language : Telugu, Hindi & English.  
Passport : Available (If Required will share)  
Permanent Address : Flat No. #301, 3<sup>rd</sup> Floor, Sri Balaji Residency, Srinivasa Colony,  
Nizampet, Hydernagar, Kukatpally, Hyd. Telangana

### **Declaration:**

I hereby declare that all the above provided information regarding me is correct and true to the best of my knowledge.

Place: Hyderabad

Date: 17-07-22

(A.YOGANAND)