



# SATHVIK MS

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Scan for Portfolio

## SUMMARY

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Digital Marketing Executive with an MBA in Digital Marketing and hands-on experience in SEO, WordPress, Google Ads, and automation. Built and optimized 4 websites, set up conversion tracking, and created monthly reports using Looker Studio. Skilled in tools like Rank Math, Google Tag Manager, Zapier, and Meta Ads. Passionate about data-driven marketing and delivering measurable results for clients.

## WORK EXPERIENCE

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### Junior Digital Marketing Executive

Nov 2024 - Present

*Gubbacci Apparel Pvt Ltd | Bangalore*

- Developed and optimized 4 responsive websites using WordPress and Elementor, including projects for Indian and US-based clients.
- Executed comprehensive SEO strategies using Rank Math and Yoast SEO; generated monthly performance reports via Looker Studio.
- Created and managed Google Ads and Meta Ads campaigns with proper conversion tracking using Google Tag Manager.
- Automated Google review replies using Zapier and OpenAI API, improving client engagement and brand trust.
- Set up cost-effective email marketing workflows using Google Apps Script and Sheets, achieving 20+ positive reviews from a single campaign.
- Managed a Shopify website, implemented on-page SEO, and improved its visibility on search engines.

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### Digital Marketing Intern

Jun 2024 - Sept 2024

*Trilliant Digital Pvt Ltd | Bangalore*

- Designed and optimized landing pages to drive conversions and enhance user experience.
- Conducted in-depth keyword research to improve website visibility and SEO ranking.
- Gained hands-on experience using SE Ranking tools for competitive analysis and tracking website performance.
- Managed and analyzed Google Ads and social media campaigns, resulting in a 15% increase in CTR
- Developed engaging social media content to enhance brand visibility across platforms.

Ethinos Digital Pvt Ltd | Bangalore

- Gained practical experience in SEO techniques, including on-page and off-page optimization.
- Assisted in social media campaign creation and management to increase audience engagement.
- Developed proficiency in Microsoft Excel for data analysis and reporting.

## TOOLS & PLATFORMS

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- WordPress
- Elementor
- Rank Math
- Yoast SEO
- Looker Studio
- Google Ads
- MS office and Excel
- Google Tag Manager
- Meta Ads
- Zapier
- Google Apps Script
- Shopify
- Zoho Projects
- SemRush

## EDUCATION

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MBA in Digital Marketing

Feb 2023 - Oct 2024

JSS Center of Management Studies | Mysuru

Bachelor of Business Administration

Jun 2019 - Sept 2022

SDM Collage | Ujire

## ADDITIONAL INFORMATION

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- **Languages:** English, Kannada, Hindi.
- **Certifications:** Content Marketing Certified, Social Media Certified, Digital Marketing Foundation, Microsoft Excel - Excel from Beginner to Advanced.

## PROJECT COMPLETED

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- **Prakruthi tours and travel**

[prakruthitoursandtravel.com](http://prakruthitoursandtravel.com) April 2024 - May 2024