



NAVEEN RAJ

DIGITAL MARKETING SPECIALIST

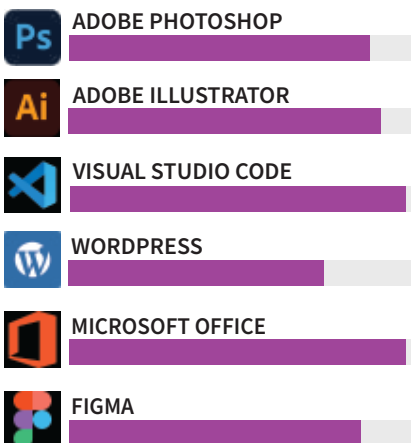
CONTACT

+91 9995 446 077
naveenrs651@gmail.com
Azhikkakathu House
Nettoor, Ernakulam
Kerala. 682040

TOOLS

- ✓ SEMRush & Ahref
- ✓ Google keyword planner
- ✓ Google Analytics
- ✓ Google Tag Manager
- ✓ Facebook Business
- ✓ Wordpress

SOFTWARE SKILLS



SOCIAL

www.naveenr.online
facebook /naveenraj07
instagram.com/naveen_r
linkedin.com/in/naveen_r

PERSONAL INFO

I am a Digital Marketing Specialist with six months of experience, complemented by skills in graphic and web design. I am passionate about leveraging SEO, email marketing, and social media strategies to drive positive results. Eager to take on new challenges, I aim to continuously enhance my skills and make a meaningful impact on organizational growth through innovative marketing techniques.

WORK EXPERIENCE



JUNIOR DIGITAL MARKETING SPECIALIST

TECHNORAYS DIGITAL MEDIA PVT.LTD | KALOOR , KOCHI

- Present

OVERVIEW

I am currently working as a Junior Digital Marketer at Technorays Digital Media, a Dubai-based digital marketing agency located in Ernakulam. We specialize in delivering a wide range of digital services to both B2B and B2C clients across Dubai. In my role, I've successfully optimized and ranked various client websites, conducting comprehensive site audits to enhance performance and drive results.

WHAT I DO

- Conducted site audits and monthly reports to enhance conversions.
- Selected high-traffic keywords for improved visibility.
- Integrated Google Analytics and Tag Manager for accurate insights.
- Resolved site errors using advanced auditing tools.
- Collaborated with teams to improve site design and lower bounce rates.
- Managed social media accounts with effective strategies.
- Created SEO-friendly content and blogs for better user engagement.

SKILLS & EXPERTISE



Digital Marketing Skills

Search Engine Marketing (SEM): Google Ads Campaign

Search Engine Optimization (SEO): On Page SEO & Off Page SEO etc.

Social Media Marketing (SMM): All Paid Promotions - Facebook & Instagram Lead Generation etc

Web Analytics | Email Marketing | Content Marketing | Blog etc

PERSONAL SKILLS

- Self Motivated
- Teamwork
- communication
- Strong organization
- Creative thinking
- Project management
- Leadership

PREVIOUS EXPERIENCE

AREA SALES OFFICER 2023-2024

SALES AND MARKETING

READY ASSIST BANGALORE

MARKETING OFFICER 2021-2023

SALES AND MARKETING

NDJ INSURANCE MARKETING PVT

PERSONAL DETAILS

Nationality : Indian

Date Of Birth : 7th May 1997

Marital Status : Single

Interest : Travelling

Hobbies : Editing, Designing

LANGUAGE

- ☒ ENGLISH
- ☒ MALAYALAM
- ☒ TAMIL

REFERENCE

SALEESH SN

DIRECTOR

Technorays Digital Media Pvt.Ltd

M: +91 9847 2735 31

Mail:info@technorays.in



SKILLS & EXPERTISE



Web & Graphic Design Skills

Web Design : HTML5, CSS3, ReactJS, Bootstrap for responsive sites

Hosting & Domains : Managed web hosting and domain registration

Email Setup : Webmail and Outlook configuration

Graphic Design : Poster & Ads design

WordPress : Site development and customization

ONGOING PROJECT- SEO KEYWORD RANKING

| WEBSITE | KEYWORD | RANK |
|----------------------|---|------|
| www.horizonelect.com | Best electronics repair services in UAE | 1 |
| www.horizonelect.com | Electronic drive repair services in UAE | 1 |
| www.horizonelect.com | Kone PCB repair company | 1 |
| www.horizonelect.com | Sigma Elevator Board repair | 1 |
| www.khaleejtoys.com | wholesale toy shop in Dubai | 1 |
| www.khaleejtoys.com | wholesale toys online in Dubai | 1 |
| www.khaleejtoys.com | wholesale kids toys in online in Dubai | 1 |



EDUCATION

YEAR-2021



POST GRADUATION

M.Sc CLIMATE SCIENCE

KUFOS KOCHI

YEAR-2018



GRADUATION

B.Sc PHYSICS

MAHARAJAS COLLEGE ERNAKULAM

MAHATMA GANDHI UNIVERSITY

YEAR-2014



HIGHER SECONDARY

SCIENCE STREAM

GVVHSS KODAMTHURUTH - ALAPPUZHA

YEAR-2012



SSLC

G.R.F.T.HS & VHSS ARTHUNKAL - ALAPPUZHA

TECHNICAL QUALIFICATIONS

ADVANCED DIGITAL MARKETING TRAINING

METAHASH DIGITAL MEDIA LLP, KALOOR, KOCHI

YEAR-2024

FEB - MARCH

DECLARATION

I Naveen Raj, hereby declare that all the information provided is accurate and true to the best of my knowledge. I take full responsibility for its authenticity and correctness.

Place:.....

Date:

NAVEEN RAJ