# RAVI JASTI | Lead Generation Expert - Organic & Paid | Certified Ads Manager

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Leverage digital marketing and thought leadership activities to generate new business and meet ROI goals.

**SKILLS**

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| * Digital Marketing (SEO, PPC, Email, Web & Social Media) * Sales & BD * Business Administration | * Content Writing * B2B Thought Leadership  Strategy Planner |

**TOOLS FAMILIAR WITH**

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| * Hubspot Marketing Platform * Email Marketing tools – Mailchimp, Smartreach, SalesHandy * Google Analytics, webmasters, Keyword planner & Search Console * Google Ads (search and Display), Google Optimize for website personalization | WordPress, Shopify, HTML, CSS, Django, Visual BuilderHotJar, WhoisvisitingSemrush, Ahrefs, BuzzsumoAdobe Photoshop, Illustrator and CanvaSocial Media – Buffer, Hootsuite, Linked Helper, Sales Navigator |

**WORK EXPERIENCE**

**Algarytm Digital Private Limited**

***Current Role:*** *Senior Manager (Head, Digital Marketing), Certified Google Adwords Manager*

*Target Market: Companies using Oracle ERP with turnover >$1B across US, CA, UAE, AU*

* Led company’s digital marketing strategy, planning, and execution across multiple digital channels including email marketing, search engine marketing (SEM/SEO), ABM & Social media & blogs to promote company’s products and services.
* Identified new sources for lead generation & executed multi-channel campaigns that attracted FORTUNE 500 companies such as Thermo Fisher, General Electric, David Yurman etc.
* Directed strategy and launch of global site redesign, lifting user engagement rates by 48% & new visitors by 136%.
* Developed original, fact-based content that influenced C-level and line of business customers in the areas of IT, Finance, Supply Chain and Operational Efficiency through thought leadership articles & whitepapers that increased site traffic by 400% and lead conversions by 42% YoY
* Managed PPC Campaigns on Google (Search, Display Network & Remarketing) & LinkedIn and implemented strategies to improve marketing ROI and formulated an effective Search Marketing Strategy that aligns with their business goals.
* Analyzed the LinkedIn & Google ad spendings using KPIs such as CPC, CTR, CPA, ROAS and leveraged the maximum conversions from the campaigns.
* Execute strategies for keyword opportunities, campaign structuring, targeting, display network, and other facets of paid search in accordance with client goals.
* Represented Algarytm at Oracle Openworld & other technology events to market Algarytm’s products & services & be up to date on latest technology trends.
* Charted Algarytm’s content strategy using key metrics such as Social media buzz, page views, conversion ratios & relevant keyword traffic/volume, improving organic traffic by 65%.
* Optimized Lead nurturing strategy to convert & engage MQLs & SQLs in their evaluation & buying process by analyzing the intent data available on Hubspot and Whoisvisiting.



My thought leadership articles & featured snippets on Google:

1. [The Future of Oracle EBS](https://www.algarytm.com/future-oracle-e-business-suite/)
2. [Oracle EBS Mobility Guide](https://www.algarytm.com/oracle-mobility-guide/)
3. [Mobile inventory management with barcode scanning](https://www.algarytm.com/oracle-inventory-management-mobile-barcode-scanning-functionality/)

***2016-2018: Digital Marketing Manager***

***Tools used:*** ***HotJar, WordPress, Hubspot, LinkedHelper, Google Optimize, Whoisvisiting and Zapier.***

* Developed KPIs and OKRs for digital marketing as a part of a broader marketing strategy
* Regularly tested search engine ad copies, bidding strategies and dynamic keywords for SEM campaigns and analyzed the effectiveness of ad copies through click through data.
* Planned and executed all Paid Media campaigns Google and LinkedIn, increased the MOM revenue by 16%.
* Integrated HotJar with the website to understand user behavior with mouse tracking & heat map data. Analyze HotJar data and behavior flow reports from Google to increase webpage engagement and conversions on lead gen forms.
* Partnered with third party marketing organizations to know the companies visiting our website and design ABM campaigns to create impactful enhanced and personalized content pages for nurturing new and existing customers.
* Implemented automation features in Hubspot to
  + build rules-based dynamic lists for automated segmentation.
  + Trigger activity-based workflows to engage leads throughout the customer lifecycle.
* Generated awareness and increased participation for Algarytm events including webinars, special events and trade show participation.
* Introduced marketing automation tools such as LinkedHelper, Zapier & Smartreach for social selling and email marketing campaigns. These tools improved team’s productivity by upto 15 hours/month.
* Reviewed the SEO, Email marketing and ABM activities performed by the internal marketing teams and analyze digital marketing metrics across web platforms and email, bringing insights into data and ideas to increase engagement
* Brainstormed with the internal teams to discuss the marketing plans for the next quarter keeping in mind the results and feedback from our previous campaigns.
* Supported Sales team at Pitches, helping to create pitch decks and be available to help close Marketing deals
* Collaborated closely with marketing executives and project managers to support departmental and organizational goals, with a strong focus on event lifecycle and promotion.

***Squeeze Mobile Technologies***

***2015-2016: Digital Marketing Associate (SEO, SEM & Email Marketing)***

***Tools used: Ahrefs, SEMRush, WordPress, GetResponse, Search Console, AdWords & Mailchimp***

* Effectively managed Rs. 2 million in paid search campaigns to attract new visitors to the website, grow business, and built brand identity.
* Regularly tested search engine ad copies, bidding strategies and dynamic keywords for SEM campaigns and analyzed the effectiveness of ad copies through click through data.
* Used Google Search results and Search Console to monitor organic search results. Analyzed the results and optimized content and metadata of 150+ webpages to retain top positions in Google search results.
* Used tools such as SpyFu, Ahrefs, SEMrush for competitor keyword research and implemented my learnings and white hat techniques for SEO friendly content development and optimization.
* Developed marketing campaigns focused on lead generation; develop KPIs to evaluate effectiveness of generated Marketing Qualified Leads (MQLs); monitored and adjusted to improve as needed.
* Wrote engaging email copies for various marketing events and utilize Mailchimp email builder, HTML and CSS to create responsive email templates.
* Integrate landing pages and forms built using GetResponse for lead generation and prospect nurturing.
* Developed and targeted regular, strategic outbound email campaign to qualified, intended audiences.
* Researched and analyzed overall performance of the site and consumer behavior using Google Analytics’ behavior flows to offer insights never seen before and boosted the company's performance.
* Managed and enhanced company website [www.algarytm.com](http://www.algarytm.com) using WordPress; worked with design teams and marketing executives to continuously improve user experience.
* Managed all website content, including branding/messaging/design and positioning.

***2014-2015: Marketing Analyst***

* Attended courses to learn the digital marketing concepts
* Conducted SWOT analysis of competitors which provided insights about the gaps between Squeeze Mobile and its competitors.
* Learnt about SEO: Crawling, Indexing, Rank, and more.
* Prepared dashboards and reports on Google analytics reports and informed management on which aspects of campaigns are the most effective and which are not.
* Created goals on Google Analytics to track conversions from our email and SEM campaigns and created worthwhile action items based off of the data.
* Worked closely with the social media and sales team to develop a social campaign strategy and execution plan for campaigns
* Conducted in-depth keyword analysis and on page optimization of web pages in collaboration with Marketing Manager and recommended improvements to increase SEO/SEM traffic.
* Assisted in writing email and web copy that clearly articulates the vision of Squeeze Mobile Technologies.
* Assisted Marketing Manager in developing and managing creative (A/B) test strategy across direct mail and web channels.
* Produced emails in line with established QA (quality assurance) practices and consistent with the organization’s brand and communication guidelines
* Maintained “Do Not Email” and other subscription preference lists
* Ensured accuracy and deliverability of email list database by utilizing email verification and email cleaning service Neverbounce to verify and remove undeliverable email records.
* Imported validated records of leads into marketing platform’s list segments for targeted email campaigns.
* Conducted quality checks on the website, proofread contents and checked mobile responsiveness and communicate with website development team regarding any issues.
* Managed plugins and integrations of our WordPress website to improve page response times and ensure faster page load times.

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| **Academic Qualification** | | |
| 2020 | Post Graduate Diploma in Marketing Management – Acharya Nagarjuna University |  |
| 2014 | Bachelor’s in business management from Alliance University,  Bangalore | **81%** |
| 2014 | Accuracy of Black Scholes Model in valuating Options - Internship  at SHCIL | **Top 3** |
| 2011 | Class 12 from Master Minds College, Andhra Pradesh State Board | **90.6%** |
| 2009 | Class 10 from Nehru Niketan School, AP State Board | **89.5%** |

# Summer Abroad Program to china

* Assembly line experience at General Motors.
* Experience of production processes at BAOSTEEL and winery.
* Visited shanghai trade expo and discussed with Deputy regional manager of CRI Pumps on how they differentiate themselves from others in the expo and, understood their motives and goals for coming to China.

**AWARDS & ACHIEVEMENTS**

* Excellency award for best performance in 2015-16 and 2017-18.
* Designed business plan for a start up Food Truck business as part of our B School’s internal competition.
* Quiz winners at Sino-British College, Shanghai.
* Among Top 5 in the fest – National Level Management Fest of SJCC
* Member of organizing committee of Alliance Carnival 2014
* Scholarship from Board of Intermediate Education, AP sponsoring a part of my bachelors education.