

Online Marketing professional with 3 years of experience in developing successful Online Marketing strategies for Web traffic, lead generation and conversion to sales through combined efforts of **Social Media, Web Analytics, Search Engine Optimization, SEM, Pay Per Click (PPC)** and **Email Marketing**.

**PROFILE:**

- A solid background in analyzing data and formulating recommendations for improvement on top landing pages, keyword bidding strategies and implementing negative keywords.
- 2 years of experience in creating, optimizing and analyzing adwords using **Google Adwords Editor, Google Analytics, Omniture, Yahoo Analytics** and Yahoo Search Engine marketing.
- Extensive knowledge of **HTML, Photoshop, Perl, PHP, C, UNIX, MySQL and SQL Server 2005**.
- Professional Highly Motivated, Self-reliant, Eager to learn, Team Player, Excellent Communications Skills.

**WORK EXPERIENCE:****American Microsemiconductor, Inc. - Madison, New Jersey****Online Marketing Manager**

August 2008-Present

- Implement top landing pages multi-variable testing to increase organic search rankings, e-newsletter subscriptions and sales lead using analytics result from **Google analytics, Google webmaster Tools**.
- Developed and spearheaded strategy to use **Facebook, Twitter, Youtube** and other social and video networks to publicize about new products and engineering quiz.
- Instrumental in ecommerce Website redesign, maintenance of website, uploading inventory and implementing **Search Engine Optimization** techniques.
- Creating call to action ad copy, Google Adwords editor, **A/B testing**, exact phrase vs. broad matching, **content network**, negative keywords, **geographical location** etc. to identify and correct poor performers.
- Developed market-appropriate messaging that led to increased click through rate from **E-mail marketing**.
- Responsible for **keyword research**, keyword traffic estimates, **keyword bidding** and analytics analysis.

**Ground Travel Technology Team, Inc. - Hackensack, New Jersey****Software Developer**

February 2008-July 2008

- Responsible for software development and technical support for Ground Transportation Software, Odyssey using **VB 6.0, Crystal Reports, SQL Server 2000 and SQL Server 2005**.
- Involved in creating and testing Crystal reports based on the Client requirement.
- Create and manage databases, T-SQL queries, scheduled jobs, stored procedures and views.

**American Microsemiconductor, Inc. - Madison, New Jersey****Software Developer - Intern**

January 2007-December 2007

- Develop functional and technical specification documents, use case sequence and class diagrams using **UML** and developing requirements analysis documents.
- Developed Applications in **Perl, PHP, MySQL** for sales and inventory management departments. Collaborated with department heads to create functionality specs and user interface.

**GRADUATE/UNDERGRADUATE PROJECT EXPERIENCE:**

- Involved in detailed Analysis, Design and Development of the Library System Application using Java Swing.
- Involved in Functional and Business Requirements gathering and system study for the Library System.
- Provided comprehensive lab support for students and faculty with troubleshooting and diagnosing hardware, software, network and printer problems in a LAN environment.

**EDUCATION:****Masters in Computer Science** Fairleigh Dickinson University, Teaneck, NJ Graduated: December 2007**GPA: 3.5/4.0****TECHNICAL SKILLS:**

Skills **Adobe Photoshop**, Flash, HTML, Javascript, Internet Marketing, Email Marketing, SEO  
 Pay Per Click Google Adwords, **Google Analytics**, Omniture and Yahoo Search Marketing.  
 Languages: Perl, PHP, CSS, C, SQL, PL/SQL, MySQL, SQL Server 2000, 2005, MS Access.  
 Expertise: Internet Marketing, Website Designing and Development, Graphic Designing, MS Office