



SATHVIK MS

Digital Marketing Executive | MBA in Digital Marketing

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SUMMARY

Digital Marketing Executive (MBA – Digital Marketing) with hands-on experience in SEO, Ads Campaign Management, WordPress Development, and Marketing Automation. Skilled in Google Ads, Meta Ads, Google Tag Manager, and Looker Studio. Proven record of building websites, running performance campaigns, and delivering measurable results for clients.

TOOLS & PLATFORMS

CORE SKILLS

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|-------------------------|----------------------|------------------------|
| • WordPress | • Google Tag Manager | • Keyword Research |
| • Elementor | • Meta Ads | • Campaign Management |
| • Rank Math | • Zapier | • Conversion Tracking |
| • Yoast SEO | • Google Apps Script | • Client Communication |
| • Looker Studio / Canva | • Shopify | • SEO |
| • Google Ads | • Zoho Projects | • Paid Ads Management |
| • GA4 | • SemRush | • Content Marketing |

WORK EXPERIENCE

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 via Google Tag Manager, achieving 65 conversions on a monthly budget of ₹15K and ensuring measurable ROI.
- 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.

- 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.
- Developed engaging social media content to enhance brand visibility across platforms.

- 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.

EDUCATION

MBA in Digital Marketing	Feb 2022 - Oct 2024
JSS Center of Management Studies Mysuru	
Bachelor of Business Administration	Jun 2019 - Sept 2022
SDM College Ujire	

ADDITIONAL INFORMATION

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

PROJECT COMPLETED

- **Prakruthi tours and travel**
prakruthitoursandtravel.com April 2024 - May 2024