

SARAVANAN RAGAVAN

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EDUCATION

E-Business, Master of Business Administration Annamalai University, Chennai, Tamil Nadu	2012 –2013
Mathematics, Bachelor of Science Madras University, Chennai, Tamil Nadu	2002 –2005

CERTIFICATIONS

Google Adwords Professional Google, CA, USA.	June 2009
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Learnt PPC, CTR, Targeting, Daily Budget, Call to Action, Arrow Ads, Keyword Inclusion, Timing Showing Ads, Keyword Tool, Lower Cost, Website Optimizer, A/B Testing, Conversion Tracker, Landing Page Creation / Optimization, ROI, Increasing Conversions, Campaign Optimization, PPL, Cost per Acquisition

EXPERIENCE

Django (python) & Pine Script Developer Freelance developer Proud developer of CLINIX application, clinic management software (clinix.app). Also developed technical indicators for financial market using tradingview pine script and developed python script for auto trading.	From 2020 – 2022
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Digital Marketing & Sales Teams Manager MGP BUILDERS AND DEVELOPERS PVT LTD, Chennai Managed digital marketing activities of the companies with all the possibility. Lead generation through online source. Managing team to convert leads to sale. Increased company's online presence. Also managed sale teams.	From 2015 – 2020
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Managing Director TECHBEE Web Solutions Pvt Ltd, Chennai SMARTBEE Consultancy Services Pvt Ltd, Chennai SRI VASTRAA SILK PVT LTD, Chennai Managed three different ventures during this period. Each company has different business type and model. 1) Web Designing and development company 2) Accounting Services company 3) Textile Showroom	From 2013 – 2015
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Certifications

Google Adwords
Qualified Professional



Passing Score : 75%
My score : 94.7%

Internet Marketing

SEO
SMO
PPC Management

CMS

Wordpress

Skills

Python / Django
Pine Script
Adobe Photoshop
HTML/XHTML
CSS

SEO Tools

Digital Marketing Manager

From 2012 – 2013

REACH PROCESS OUTSOURCING PVT LTD, Chennai

Managed digital marketing activities of the companies with all the possibility. Lead generation through online source (Google adwords & other social media stuff). Managing team to convert leads to sale. Increased company's online presence.

Freelance SEO Expert

From 2007 – 2011

Search Engine optimization with knowledge of Title, Meta Tags, Heading Tags, Anchor Text, Page Limit Size, Number of links on a page, SiteMaps, keyword Research, Search Site Functionality, Store Searched Keywords, Coding Standards, SEO Header and Footer, Image Tag Optimization, Robots.TXT, SEO Site Analysis, website SEO Report, Off site Optimization, Directory Submission, Forum and Blog Signatures, Press Releases, Link Building, Blog Reviews and Promotion, Social Bookmarking, Article Submission, RSS Feeds, Free Backlink Creation, Increase Page Rank

Project Leader

June 2004 – October 2007

Hofinsoft Tech, Chennai

Lead designer and developer for web sites and promotional media for small businesses. Utilized contemporary design to create concise web sites for specific client needs. Site creation included use of CSS, HTML, JavaScript, MySQL, Adobe Flash, Swish Max, PHP, online payment features, and form processing. Created and assembled web graphics, including logos and advertisements. Designed email blasts and newsletters for site launches and event announcements.

Personal Profile

Name : Saravanan Ragavan
Age & Date of birth : 39 yrs, 30-03-1983
Language : English, Tamil
Gender : Male
Marital Status : Married
Nationality : Indian
Place of Birth : Chennai, Tamil Nadu

Yours faithfully

Saravanan Ragavan