

# Suryakiran N

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<https://suryakirann.com>

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## Professional Summary

Creative and results-driven Digital Marketing Strategist with a comprehensive background in SEO, Social Media Marketing, Web Design, and Graphic Design. Skilled in creating and executing data-driven marketing campaigns that increase brand visibility, engagement, and conversions. Known for leveraging marketing tools and analytics to deliver measurable business outcomes. Adept at managing multiple projects, meeting tight deadlines, and staying updated with evolving digital trends.

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## Technical Skills

- **Marketing Tools:** Google Analytics, Google Ads, Facebook Ads Manager, Mailchimp
  - **SEO & Content:** Keyword Research, On-page SEO, Backlinking, SEMrush, Yoast SEO
  - **Design Tools:** Adobe Photoshop, Illustrator
  - **Web Skills:** WordPress, HTML, CSS
  - **Core Competencies:** SEO, Social Media Marketing (SMM), Email Marketing, Web Design, Content Creation
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## Soft Skills

- Leadership
  - Effective Communication
  - Critical Thinking
  - Team Collaboration
  - Time Management
  - Project Management
  - Public Relations
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## Project Experience

**SEO & Web Optimization – E-commerce Brand**

- Optimized 50+ product pages, resulting in a 40% boost in organic search traffic.
- Implemented a backlink strategy that improved the domain authority by 13 points in 6 months.

### **Social Media Growth Campaign – Local Retail Client**

- Developed and managed social media ad campaigns on Facebook and Instagram, increasing customer engagement by 300%.
- Designed and published brand-aligned visuals and promotions across platforms.

### **Website Redesign – Small Business Website**

- Led front-end redesign using WordPress and custom HTML/CSS.
- Achieved a 35% increase in average session duration and 20% drop in bounce rate post-launch.

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## **Education**

### **Diploma in Digital Marketing**

G-TEC Computer Education, Completed

### **Bachelor of Science in Physics**

Sree Narayana Guru College of Advanced Studies, Kannur University | 2021 - Pursuing

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## **Languages**

- English
- Malayalam
- Hindi