



RANJITH KUMAR P

Digital Marketing Strategist

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Skills

Leveraging Digital Channels for Business Growth



Building Strong Online Communities



Optimizing Campaigns for SEO and PPC Success



Crafting Engaging Content for Maximum Impact



Driving Results through Data-Driven Digital Marketing



Generating Brand Awareness



SEO Strategies & Plans



Video Editing



MailChimp



Web Analytics & E-commerce strategy



Email distribution management



Competitor Analysis



Customer Relationship Management (CRM)



Content Creation



Summary

As a Digital Marketing Strategist with a strong focus on leveraging digital channels for business growth. Excels in building strong online communities and optimizing campaigns for SEO and PPC success. Skilled in crafting engaging content that drives maximum impact and generating brand awareness. Additionally, my experience includes roles as an Insurance Analyst, where I was responsible for the overall production process and quality assurance, and as an Advisor, providing customer service and handling client interactions. And also has experience as a Web Developer Intern, where as designed and developed websites, optimized landing pages, and performed unit testing of web applications. I hold a Master of Business Administration in Systems Management and a Bachelor of Science in Computer Science. And seeking opportunities to apply data-driven digital marketing skills and drive results for businesses.

Work experience

2019-04 -
2020-10

Insurance Analyst, Vantage Agora
Bengaluru, India

- Oversaw the overall production process and ensured quality assurance, resulting in improved efficiency and accuracy.
- Managed report generation, client coordination, and daily reporting, maintaining clear and effective communication with stakeholders.
- Led endorsements and renewals, as well as new business and credentialing processes, ensuring compliance with industry standards and regulations.
- Leveraged expertise in medical insurance processes to identify areas for improvement and implemented process enhancements, resulting in increased efficiency and customer satisfaction.
- Demonstrated proficiency in handling endorsements and credentialing for Constellation Mutual, MMIC, UMIA, and AMIC, maintaining accurate records and ensuring timely completion of tasks.
- Managed the addition and removal of providers from policy endorsements with insurance companies, ensuring accuracy and compliance with contractual agreements.
- Maintained meticulous records of all processed claims and their status in the system, facilitating efficient claims management and resolution.
- Provided training to new Claims Analysts, equipping them with the necessary knowledge of company policies, procedures, and software systems to ensure consistent and high-quality work.

2017-09 -
2018-10

Advisor, AEGIS LIMITED
Bengaluru, India

- Interacted with customers, providing exceptional customer service and resolving network queries and complaints, ensuring high levels of customer satisfaction.
- Handled client software, including Knowledge Management, JCP, and OneClick, effectively managing and addressing client needs and concerns.
- Actively communicated customer feedback to the management team, contributing to the improvement of services and overall customer experience.
- Utilized specialized tools and questionnaires to assess client's risk tolerance levels, providing tailored advice and recommendations.
- Maintained clear and concise documentation of customer interactions and assessments, ensuring accurate and efficient record-keeping.
- Consistently followed company guidelines and protocols, ensuring compliance with industry regulations and standards.
- Collaborated with team members to share knowledge and best practices, fostering a culture of continuous learning and growth.
- Proactively sought opportunities for professional development, staying updated with industry trends and advancements in customer service practices.

2016-08 -
2017-03

Web Developer Intern, Two Stones
Coimbatore, India

- Utilized content creation tools and digital media to design visually appealing and user-friendly websites, ensuring a seamless user experience.
- Developed and implemented testing code for web-based applications, ensuring the functionality and reliability of the final product.
- Studied user requirements and project initiatives to gain a strong understanding of project goals and deadlines, effectively meeting client expectations.

Search Engine Optimization (SEO)

Google Business Suite

Market Research and Analysis

Social Media Marketing

Digital Marketing Management

Google Ad words & Google Analytics

Influencer Marketing and Campaign Management

Hobbies and Interests

- * Fitness
- * Photography
- * Blogging
- * Traveling
- * Music

- Actively participated in development programs to enhance competencies and expand skill set, staying updated with the latest web development trends and technologies.
- Wrote custom HTML and JavaScript code for existing websites, optimizing performance and enhancing functionality.
- Created powerful Content Management Systems (CMS) as an interface for clients, enabling easy content management and updates.
- Crafted SEO strategies and intuitive interfaces for websites, achieving prominent rankings across top browser platforms and increasing online visibility.
- Optimized web applications for speed, scalability, and security, ensuring a seamless user experience and protecting against potential threats.
- Conducted unit testing of web applications and effectively troubleshooted issues, ensuring the delivery of high-quality and error-free products.

2015-11 -
2016-06

AR analyst, PROMED BA
Coimbatore, India

- Implemented quality assurance measures throughout the overall production process, resulting in a 20% improvement in efficiency and a 15% increase in customer satisfaction.
- Managed report generation, client coordination, and weekly reporting, maintaining clear and effective communication with clients to ensure their needs were met.
- Demonstrated proficiency in various client software platforms such as Medisoft, Kareo, and Ez-Docs, effectively navigating and utilizing these systems to streamline operations.
- Developed, implemented, and maintained policies for denial and appeals management, reducing errors by 10% and improving reimbursement rates by 12%.
- Successfully resolved clearing house rejections and payer rejections, minimizing delays in payment processing and ensuring timely reimbursement for services rendered.
- Utilized expertise and experience to effectively handle the entire process, ensuring smooth operations and minimizing disruptions.
- Generated and analyzed work aging reports daily, proactively identifying and addressing any bottlenecks or issues to maintain optimal workflow and productivity.
- Wrote appeals and negotiated rates and/or discounts with insurance companies, leveraging strong communication and negotiation skills to achieve favorable outcomes.
- Consistently maintained accurate and up-to-date work aging reports, ensuring timely follow-up and resolution of outstanding issues.
- Demonstrated a deep understanding of the insurance industry and its processes, effectively navigating complex systems and regulations to maximize reimbursement rates.

Education & Qualifications

May 2024 Master of Business Administration in System Management
Alagappa University
Karaikudi, Tamil Nadu

Mar 2015 Bachelor of Engineering in Computer Science Engineering
Anna University
Coimbatore, Tamil Nadu
GPA: 6.8

Mar 2011 X11 STATE BOARD (SSC)
AVB Matriculation Higher Secondary School
Coimbatore, Tamil Nadu
Percentage: 66.08%

Mar 2009 X MATRICULATION (HSC)
GRG Matriculation Higher Secondary School
Coimbatore, Tamil Nadu
Percentage: 65.80%

Certifications & Achievements

July 2024 -
Sep 2024

Digital Marketing Specialist

FITA Academy

- Developed customized digital marketing strategies and implemented various ad programs, resulting in increased brand awareness and improved online presence.
- Coordinated with external vendors for content creation, web design, and other services, ensuring high-quality deliverables and seamless collaboration.
- Provided regular reports on digital marketing efforts, tracking progress towards goals and identifying areas for improvement.
- Implemented Google Analytics tracking codes on websites, collecting valuable data for analysis and optimization.
- Managed social media channels, including content creation and scheduling posts, resulting in increased engagement and organic website traffic.
- Conducted keyword research for SEO purposes, optimizing website content and driving higher search engine rankings.
- Collaborated with graphic designers to create visually appealing digital marketing materials, enhancing brand image and customer engagement.
- Utilized A/B testing and website analysis to identify areas of improvement and optimize digital campaigns.
- Integrated digital marketing strategies with PR, events, and business product marketing teams, ensuring a cohesive and effective approach.
- Designed and managed Google Ads campaigns, generating B2B and B2C leads and conversions for various programs.
- Conducted tracking through Cision, Google Analytics, MailChimp, and SurveyMonkey, gathering data for campaign analysis and optimization.
- Produced documentation and roadmaps for successful processes and promotions through digital channels, ensuring consistency and scalability.
- Executed pay-per-click and online display marketing campaigns, driving increased traffic and visibility.
- Utilized chatbots, content, and social channels to streamline processes and enhance customer experience.
- Optimized content for SEO and lead generation, utilizing strategies and Google Analytics to drive results and improve online visibility.
- Implemented new strategies to improve click-through rates and conversion.
- Completed keyword research and analyzed competitor SEO and PPC campaigns to identify gaps and opportunities.
- Developed and deployed content marketing strategies to improve organic search traffic.

Oct 2018 -
Jan 2019

Computer Hardware & Networking

Mohan Institute of Technology

- Demonstrated expertise in computer hardware and networking, staying updated with industry technologies and best practices.
- Diagnosed and resolved hardware and software issues promptly, minimizing downtime and ensuring optimal system performance.
- Installed and configured network printers and peripheral devices, facilitating seamless connectivity and efficient operations.
- Planned and executed system hardware and software upgrades, enhancing system capabilities and performance.
- Analyzed network traffic and performance metrics, identifying areas for improvement and implementing optimization strategies.
- Designed and evaluated WAN and LAN connectivity technologies, ensuring a reliable and secure network infrastructure.
- Supervised and coordinated the scheduled use of computer hardware systems, networks, and terminals, ensuring smooth operations and minimal disruptions.
- Designed, configured, and tested computer hardware, networking software, and operating system software, ensuring compatibility and functionality.
- Troubleshooted and resolved problems with computer hardware and software, providing timely and effective solutions to minimize downtime and maximize productivity.
- Implemented, developed, and tested the installation and update of file servers, print servers, and application servers.
- Monitored networks and network devices to quickly resolve technical problems.
- Resolved issues and escalated problems with knowledgeable support and quality service.
- Implemented and maintained virtual private networks.

Applicant Name

Ranjith Kumar P

Technical Skills

- **Adaptability to Emerging Technologies:** Quickly learns and implements new digital marketing tools and trends.
- **Digital Marketing Proficiency:** Strong understanding of SEO, PPC, social media, content marketing, and email marketing.

Soft Skills

- **Goal-Oriented:** Demonstrates a strong focus on achieving short-term objectives and delivering results.
- **Creative Thinking:** Applies innovative and imaginative approaches to problem-solving and campaign development.
- **Team Player:** Collaborates effectively with colleagues to achieve shared goals and foster a positive work environment.

Skills

English



Tamil



Personal Information

Marital Status: Un-Married

Disclaimer

I hereby declare that the details and information given above are complete and true to the best of my knowledge.