



ANTHONY GOMES

Digital Marketing Coordinator

CONTACT INFORMATION

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Nationality: Indian
Visa Status: Visit Visa
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EDUCATION

Master of Business Administration (Information Technology)

Digital College, France
Completed in 2022
Grade: 13/20

Bachelor of Computer Application

Rosary College of Commerce and Arts, India
Completed in 2018
Grade: 5.42/10

SKILLS

Technical skills:

- Search Engine Optimization (SEO) - On-page, Off-page, Technical; experience using Screaming Frog SEO Spider Site Audit Tool.
- Web Analytics - Google Analytics, Ahrefs.
- Email Marketing - HubSpot Academy certified, A/B testing, marketing automation.
- Social Media Marketing.
- Conversion Rate Optimization (CRO).
- Google Search Ads - Google Certified.
- Content Creation and Copywriting.
- WordPress.
- Graphic Design - Canva, Photoshop, AfterEffects for social media and blog posts.
- CRM Platform - HubSpot.
- Web Technologies - HTML, CSS, JavaScript.
- Productivity Tools - Google Workspace, Microsoft Office proficiency for presentations and spreadsheets.

Soft skills:

- Communication and Collaboration.
- Analytical Thinking and Problem-Solving.
- Creativity and Innovation.
- Time Management and Organization.

SUMMARY

Unleashing the power of digital marketing, I craft captivating content that ignites audience engagement. With a dynamic arsenal of skills in email marketing, social media wizardry, and SEO-optimized blog sorcery, I propel businesses towards exponential growth and deliver memorable customer experiences. Aspiring to build myself into an expert in the field, I seek a challenging role as a Digital Marketing Coordinator within an innovative organization poised to redefine industry benchmarks. Let my proven track record of driving measurable results and my unwavering passion for forging digital excellence set your brand apart in the realm of limitless possibilities.

PROFESSIONAL EXPERIENCE

Digital Marketing and Webmaster Intern

Low Cost Web Agency Pvt. Ltd. - India (Remote)
MAY 2022 - NOV 2022

- Created over 10 engaging blog posts to increase website traffic by 30% and boost user engagement by 20%.
- Streamlined existing blog content to reduce the bounce rate by 40% and increase average time spent on the website by 25%.
- Conducted successful SEO audits to achieve an average 15% improvement in Google SERP rankings and drive significant organic traffic growth.
- Managed the company's Facebook account to achieve a 25% increase in followers and a 20% rise in engagement.
- Promoted the company's blog posts on Facebook to increase readership by 30%.
- Managed a successful Fiverr gig campaign to generate nearly \$2,000 in revenue and acquire 2 new clients.
- Designed dynamic forms for the company's website to increase user engagement by 30% and improved overall user experience.
- Resolved issues faced by clients on their WordPress websites and provided prompt and effective solutions to gain positive feedback and ensure customer satisfaction.

Graphics Design Intern

Director's Cut - Goa, India
NOV 2016 - FEB 2017

- Assisted with photo and video editing tasks using Adobe Photoshop and Adobe AfterEffects.
- Applied various editing techniques to create visually appealing content for social media and websites.

CERTIFICATIONS

- **HubSpot Email Marketing Certification**
(JUL 2023 - AUG 2025)
- **Google Ads Search Certification**
(APR 2023 - APR 2024)

LANGUAGES

English / French / Hindi

PORTFOLIO

Please find my portfolio at the following link on Dribbble:
https://dribbble.com/AGomes_2997

REFERENCE

Available upon request.