



## SARATH MUTHU

Senior Digital Marketer & SEO Specialist

+971588992323, Dubai UAE

[m.sarath575@gmail.com](mailto:m.sarath575@gmail.com)

### Digital Skills

- Google Analytics
- Ms office 365
- WordPress
- Adobe Photoshop
- Blockchain Explorer
- Crypto payment gateway.

### Professional Skills

- Search Engine Optimization
- Social media management
- Blockchain & Cryptocurrency
- Regulation Awareness
- Content creation
- NFT Marketplaces
- Paid Advertising
- Link Building
- Influencer marketing
- Email Marketing

## PROFILE

I'm a Senior digital marketer with 8 years of experience in SEO, SEM, PPC, content creation, email marketing, Google Ads, and social media management. I'm passionate about crafting ROI-driven campaigns that not only hit KPIs but also deliver real business impact. Over the past 4 years, I've honed my skills in the crypto space, working with Web3, DeFi, blockchain, and NFT projects to boost engagement and growth. I thrive on using data and strategic thinking to build strong brand visibility and connect with audiences in meaningful ways.

## WORK EXPERIENCE

### SENIOR DIGITAL MARKETER & SEO SPECIALIST COIN EDITION – DUBAI (UAE)

December 2019 – Present

- Led SEO strategies for **Coin Edition**, increasing organic traffic from 60K to 1M monthly users within one year through targeted content and link-building strategies.
- Managed social media campaigns for 11+ crypto projects, generating over 40K monthly traffic and a 30% increase in engagement.
- Spearheaded the LAC NFTs project, achieving a 150% increase in engagement and a 40% boost in sales by targeting NFT enthusiasts through precision marketing campaigns.
- Conducted over 30 airdrop campaigns that reached 1 million users, resulting in a 25% increase in conversions and a 15% growth in user retention.
- Managed SEO campaign expenses, optimized budget allocations, and effectively tracked performance to maximize ROI.
- I have hands-on experience with both custodial and non-custodial crypto wallets, ensuring secure storage and transfer of digital assets while adhering to best practices. My responsibilities include user onboarding, assistance, and implementing robust security measures to protect crypto holdings.
- Handled 11+ projects simultaneously, including Real Research, Plastico, Barbie Girl, Zentu, Chickkings, TNC teams, Meeky, Lady Ape Club, CIRI, Zentu, and Aladdin pro.

### SEO & SMO SPECIALIST

RAVEN INFOTECH, CHENNAI, INDIA

May 2018 – April 2019

- Optimized client websites to enhance keyword targeting, URL strategies, and content architecture, resulting in improved SEO rankings.
- Researched content publications and worked closely with public relation staff to develop outreach campaigns.

## Education

### Post Graduate

#### MBA Marketing Management

College of Engineering/ Anna University, INDIA.

### Graduate

#### B.E Mechanical Engineering

Hindustan University. India

### DM Course Completion

#### Google Certified

- Fundamentals of digital Marketing
- Crypto Wallet Security and Best Practices

#### Hubspot Certified

Digital Marketing, Outbound Marketing, Content marketing, NFTs (Non-Fungible Tokens) and their applications.

### Awards & Achievements

- Employee of the Month, TNCitsolution - February 2023.
- Best Employee of the Year, Raven Infotech - August 2018.
- Implemented SEO strategies to rank price analysis articles.

## REFERENCE

**Suresh Kanan Ravi Kumar**  
CMO at Coin Edition

P: +971508908851  
E: [Suresh@abbcfoundation.com](mailto:Suresh@abbcfoundation.com)  
A: Dubai, UAE

- Maintained Google and Bing Webmaster Tools accounts and monitored for Crawling and indexing issues
- Provided detailed reporting and analyses on client website statistics and demographics using GA.
- Completed keyword research to target clients based on keywords targeting. Monitored the performance of ongoing marketing campaigns, performing A/B and multivariate testing and optimizing the campaigns to maximize conversions.

### DIGITAL MARKETING & SEO ANALYST SAKTHI CONSTRUCTION PVT LTD, CHENNAI, INDIA.

OCT 2015 – April 2018

- Recommended changes to website architecture, content, and linking strategies to improve SEO rankings for target keywords.
- Managed SEO campaign expenses, estimated monthly costs, and reconciled discrepancies to maximize the budget.
- Enhanced organic search visibility and drove relevant site traffic.
- Independently managed a holistic 360-degree communication platform to effectively convey the brand message.

## KEY SKILLS

- Data Analysis
- Strategic thinking and planning
- Teamwork with Conflict management
- Brand management
- Marketing campaign
- Proposal plan preparation
  - SOI (Scope of Improvement)
  - Marketing Strategy
  - Competitors Analysis
  - Decision Making



@SarathMuthu



[Sarath Muthu](#)

## DECLARATION

I hereby confirm that the data and statements included in this resume are a true reflection of my abilities, experiences, and qualifications.