

ABOUT ME

Knowledgeable Digital Marketer with solid foundation in digital marketing strategies and campaign management. Successfully implemented online marketing initiatives, leading to improved brand visibility and customer engagement. Demonstrated expertise in SEO optimization and social media marketing.

WORK  
EXPERIENCE

**Senior Digital Marketing Executive** **Apr 2022 - Present**  
Kogland Commerce Pvt Ltd, Infopark, Kochi

- Developed and executed full-funnel B2B digital marketing strategies across Google Ads, Meta Ads, and LinkedIn Ads to drive qualified leads and conversions.
- Developed and executed a data-driven SEO strategy that increased organic visibility and improved keyword rankings, resulting in consistent traffic growth.
- Managed and optimized paid campaigns on Google and Meta platforms with an annual ad budget of ₹10 lakhs, ensuring efficient spend allocation.
- Achieved up to 5X ROAS by targeting high-converting audiences and continuously refining the campaign funnel.
- Analyzed campaign performance using Google Analytics, GA4, and Meta Ads Manager to generate data-driven insights and optimize ad delivery.
- Conducted A/B testing and utilized Search Console and GA4 to improve landing page and campaign effectiveness.
- Steered a team of SEO analysts, content writers, and developers, increasing organic traffic by 60% within six months through collaborative content and SEO strategy.
- Tracked and analyzed key campaign metrics, delivering actionable insights through detailed dashboards and reports to support stakeholder decision-making..

**SEO Analyst** **Dec 2019 - Mar 2022**  
Kambaa Incorporation, Coimbatore

- Managed and optimized 7+ client websites and social media accounts, including content planning, scheduling, and performance tracking.
- Executed customized SEO strategies for international and domestic clients in the healthcare, e-commerce, and education sectors, resulting in a 60% average increase in organic traffic and improved keyword rankings across 20+ targeted terms within 6 months.
- Performed in-depth SEO audits, resolved technical issues, and implemented on-page improvements that enhanced crawlability and page performance..
- Built high-quality backlinks through guest posting, outreach, and directory submissions to improve domain authority and search visibility.
- Drove content strategy through extensive keyword research and competitor analysis, leading to improved SERP positions and engagement..

**Process Executive** **Sep 2018 - Nov 2019**  
Personiv Pvt Ltd, Coimbatore

- Delivered customer solutions by understanding client needs with patience and accuracy.

EDUCATION	<b>Bachelor of Sciene in Computer Science</b>	2015 - 2018
	Nehru Arts and Science College, Coimbatore <ul style="list-style-type: none"><li>Graduated with First Class Distinction – 80%</li></ul>	

KEY SKILLS	<ul style="list-style-type: none"><li>Social Media Marketing</li><li>PPC Ads</li><li>SEO</li><li>WhatsApp &amp; Email Marketing</li></ul>	<ul style="list-style-type: none"><li>Keyword Research</li><li>Competitor Analysis</li><li>AI Powered Marketing</li><li>Web Development</li></ul>

TOOLS	<ul style="list-style-type: none"><li>Google Ads</li><li>Google Analytics</li><li>Google Tag Manager</li><li>Google Search Console</li><li>Google Merchant Centre</li><li>Google My Business</li><li>Page Speed Insights &amp; GT Matric</li><li>Meta Ads</li><li>Meta Business Suite</li><li>Microsoft Clarity</li></ul>	<ul style="list-style-type: none"><li>Ahrefs</li><li>SEMrush</li><li>SE-Ranking</li><li>Wordpress</li><li>WooCommerce</li><li>Magento</li><li>Mautic</li><li>Mailchimp</li><li>Canva</li></ul>

CERTIFICATION	<b>Digital Marketing Master Course</b>	Feb 2022
	Clear My Course Kochi	
	<b>Performance Marketing</b>	Perusing
	Haric & Co Academy	

LANGUAGES	English	<div><div></div></div>	Malayalam	<div><div></div></div>
	Hindi	<div><div></div></div>	Tamil	<div><div></div></div>