

## ANISH KRISNA SUDHAKAR

### Digital Marketing Manager | Growth Strategist | E-commerce Specialist

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## PROFESSIONAL SUMMARY

Strategic and performance-driven **Digital Marketing Specialist** with 10 years of experience across **E-commerce, Advertising, and Technology** industries. Skilled in planning and executing **SEO, SEM, PPC, social media campaigns, email marketing, and conversion optimisation strategies** to strengthen brand visibility and ROI. Strong expertise in **Google Ads, Meta Ads, Google Analytics, CRM tools, and marketing automation**. Adept at designing data-driven digital strategies, improving website rankings, generating qualified leads, and optimising marketing funnels. Passionate about combining **marketing creativity, analytics, and AI-driven tools** to enhance campaign performance and audience engagement.

## CORE SKILLS

- **Digital Marketing:** GEO, SEO, SEM, PPC, Google Ads, Meta Ads, Email Marketing, Social Media Strategy, Lead Generation, Campaign Optimisation
- **Analytics & Reporting:** Google Analytics (GA4), Google Tag Manager, CRM, A/B Testing, Marketing Funnels, ROI Tracking
- **E-commerce & Platforms:** Shopify, WooCommerce, WordPress, Landing Page Optimisation, Product Launch Campaigns
- **Marketing Tools:** SEMrush, Ahrefs, Mailchimp, Canva, HubSpot, Zoho, Meta Business Suite, Buffer, Hootsuite

## PROFESSIONAL EXPERIENCE

### Lead Digital Marketing Manager

Boostmyshop Pvt Ltd | Pondicherry, India | Dec 2022 – Jun 2025

- Planned and executed **Google Ads, Meta Ads, and email marketing campaigns**, increasing qualified leads by over 35%.
- Managed **SEO and content strategies**, improving keyword rankings and boosting organic traffic.
- Conducted **conversion funnel analysis, campaign ROI tracking, and digital performance audits**.
- Led a team of marketers to plan **e-commerce promotions, product launches, and conversion rate optimisation**.
- Utilised **automation tools and AI-based marketing strategies** to enhance engagement and retention.

### Digital Marketing Specialist

Cartup AI | Remote (Netherlands) | Jan 2021 – Nov 2022

- Managed **end-to-end digital campaigns**, including SEO, PPC, Email Marketing, and Social Media to drive organic and paid traffic.
- Designed and implemented **high-converting marketing funnels and cold email outreach strategies** to boost B2B lead generation.

- Collaborated with product teams to align digital messaging with product capabilities, ensuring a **consistent brand recognition** across channels.

### **Digital Marketing Associate**

Montreal Associate | Paris, France | Sep 2019 – Aug 2020

- Implemented **SEO content plans, on-page optimisation, and backlink building campaigns**.
- Designed **marketing dashboards and performance reports** using Google Analytics and CRM data.
- Supported **social media campaigns, email marketing**, and digital engagement strategies.

### **Digital Marketing & E-commerce Manager**

Uthrai Pvt Ltd | Coimbatore, India | Jun 2016 – Dec 2018

- Led **e-commerce marketing strategies**, product promotion campaigns, and traffic optimisation efforts.
- Managed **social media ads, influencer campaigns, and brand engagement** across digital platforms.
- Increased online sales through **SEO, performance ads, and content marketing initiatives**.

### **Digital Marketing Intern**

Classle Knowledge Pvt Ltd | Chennai, India | Apr 2014 – May 2016

- Assisted with **content marketing, video creation, blog posting, and website optimisation**.
- Supported **social media content calendars, brand campaigns**, and audience engagement.

## **EDUCATION**

**M.S. Digital Marketing & Data Science** – Emlyon Business School, France, 2020

**B.E. Electronics & Communication Engineering** – Anna University, 2014

## **Certifications**

- Generative AI for Marketing – Be10x (2025)
- Performance Marketer & Paid Ads Specialist (2022)
- Google Analytics Pro (2020)
- Semrush Advanced Keyword Planner (2018)
- Hootsuite Blogger Advanced (2016)

## **LANGUAGES**

English, Tamil, Telugu, Basic French (A1)

## **INTERESTS**

Passion for Digital Strategy, SEO Trends, AI Marketing Tools, Content Creation and Blogging