

Arunkumar | Digital Marketing Team Leader

Chennai, Tamil Nadu • +91 9941979644 • arunkumarak040394@gmail.com • [Linkedin profile](#) • [Portfolio Link](#)

EXECUTIVE SUMMARY

Results-driven PPC Team Leader with 6 years of digital marketing experience. Proven track record in conversion optimization, smart bidding strategies, and advanced analytics. Skilled in creating customized reporting frameworks and driving high ROI for clients. Strategic thinker with strong problem-solving abilities, committed to delivering exceptional digital marketing solutions.

SKILLS

PPC Management | Ad Performance Tracking | Google Ads | Microsoft Ads | Taboola Ads | LinkedIn Ads | Outbrain Ads | Spotify Acast Ads | Meta Ads | Bidding Strategies | Multi-channel Campaigns | KPI Measurement | Ad Spend Optimization | Campaign ROI | Audience Targeting | Adobe Analytics | Stakeholder Communication | Strategic Planning | Budget Management | Conversion Rate Optimization (CRO) | Client Relationship Management | Competitor Analysis | Marketing Automation | Google Tag Manager | JavaScript Variables | Google Looker Studio | Data Visualization | Digital Analytics | Campaign Analysis | Data Attribution | Excel | Team Management | Time Management | Performance Optimization | Cross-functional Team Management | Training and Development | Project Management .

PROFESSIONAL EXPERIENCE

EITB Global Solutions, Chennai, Tamil Nadu, Aug 2022 – Team Lead | Campaign Specialist

- **Led a team of 4 executives** in managing a AUD 12 million annual PPC budget across Australia, driving revenue growth and maximizing ROI across multiple paid media channels.
- **Guided both the ads and analytics teams**, aligning their efforts with marketing goals, resulting in an 89.4% QoQ increase in purchases and a 37.3% QoQ reduction in cost per conversion for insurance campaigns.
- **Conducted regular training sessions** on Google Tag Manager, Google Analytics 4, Adobe Analytics, Adobe Cloud, and Google Ads, significantly enhancing the team's expertise in advanced analytics and campaign management.
- **Implemented smart bidding strategies** and customized reporting frameworks, optimizing campaign performance and ensuring that insights were actionable and contributed to overall success.
- **Streamlined marketing campaign reports** within the analytics team, particularly in Adobe Analytics, to optimize conversion tracking and provide actionable insights for improving campaign outcomes.
- **Managed the ads team across multiple platforms** including Microsoft Bing Ads, Outbrain Ads, Taboola Ads, and Spotify Ads, overseeing the execution of complex, multi-channel campaigns.
- **Fostered a collaborative and unified team environment**, ensuring efficient communication, goal alignment, and a shared approach to achieving business objectives.

NIST Institute Pvt Ltd, ,Chennai, Tamil Nadu Jul 2021- Jul 2022 - Senior Digital Marketing Executive

- Managed daily SEM activities, oversaw multiple campaigns in **Google ads** and **Bing ads** across regional and international markets..
- Utilized tools like **Semrush, Ahrefs, Pagesense, Hotjar, GTmetrix,** and **Google Insights.**
- Developed **custom audiences** in **Audience Manager** for effective retargeting.
- Provided paid landing page development recommendations and conducted **A/B testing.**
- Managed monthly budgets of 10-12 lakhs, driving **30-40 lakhs in revenue** by optimizing campaign performance and maximizing **ROAS.**

DR Ethix Product and Services, Chennai, Tamil Nadu Nov 2018 - Jun 2021 - Senior Digital Marketing Executive

- Managed a portfolio of five accounts with a monthly budget of 5-10 lakhs, optimizing Google AdWords (PPC) campaigns to increase conversions by 30%.
- Boosted online lead generation by 50% and reduced cost per lead (CPL) by 30% through improved Quality Score and AdRank in Google AdWords Search Ads.
- Conducted performance reporting and web analytics, optimizing target audience reach and improving lead generation from organic SEO and social media marketing campaigns.

Dreamz Tech Chennai, Tamil Nadu Jan 2018 - Sep 2018 - Junior SEO Specialist

- Keyword Analysis: Researched optimal keywords using tools like Google Keyword Planner, Keyword Tool, and Semrush.
- Metadata Creation: Developed meta descriptions, titles, URLs, and H1 tags for improved SEO.
- On-Page Optimization: Enhanced meta tags, page headings, content, images, hyperlinks, and managed XML sitemaps and robot.txt files.

EDUCATION

Jeya Sakthi Engineering College - B.E Mechanical Engineering 2011 - 2015

CERTIFICATIONS

Digital Marketing Course - Zuan Institute Technology 2017