

# GOWTHAM KUMAR B

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## Professional Summary

Results-driven Digital Marketing Analyst with expertise in performance marketing, paid media strategy, and data-driven optimization. Hands-on experience managing Google Ads, Meta Ads, and Amazon Ads campaigns to improve ROI/ROAS, conversion rates, and lead quality. Strong analytical skills in campaign reporting, funnel optimization, SEO, keyword research, and Google Analytics (GA4). Proven ability to support scalable growth through continuous A/B testing, audience segmentation, and performance insights.

## Experience

Wissen Glanz India Pvt. Ltd

Sept 2025– Present

Digital Marketing Analyst

Bangalore, India

- Planned, executed, and optimized **performance marketing campaigns** across **Google Ads, Meta Ads, and Amazon Ads** to drive conversions and revenue growth.
- Monitored KPIs including **ROAS, ROI, CTR, CPC, CPA, CVR, impressions, reach, frequency, and engagement**, identifying optimization opportunities to improve efficiency.
- Implemented **conversion tracking** using **GA4, Google Tag Manager (GTM), and UTM parameters** to improve attribution accuracy and reporting.
- Conducted **keyword research, search term analysis, and SEO performance reporting** using **SEMrush** to strengthen targeting and organic visibility.
- Built automated **Power BI / Advanced Excel dashboards** and delivered weekly/monthly **KPI reports** with actionable insights for stakeholders.
- Performed **audience segmentation, funnel analysis, and A/B testing** on ad creatives and landing pages to improve lead quality and conversion rate.
- Created marketing creatives using **Canva and Amazon Creative Studio** (ad creatives, posters, promotional videos) aligned to campaign objectives.

## Skills

- Digital Marketing Tools:** Google Ads, Meta Ads (Facebook/Instagram), Amazon Ads, Amazon Creative Studio, Google Analytics (GA4), Google Tag Manager (GTM), Google Search Console
- SEO & Competitor Tools:** SEMrush, Keyword Research, Search Term Analysis, Competitor Analysis, On-Page SEO Reporting
- Data & Reporting Tools:** Power BI, Tableau, Looker Studio, Advanced Excel, Word, PowerPoint
- Marketing Analytics:** ROAS/ROI, CTR, CPC, CPA, CVR, Conversion Tracking, Funnel Analysis, Audience Segmentation, A/B Testing, KPI Reporting, Dashboarding
- AI & Automation:** ChatGPT, Canva AI, AI Content Tools (Basic), Automated Reporting (Excel/BI)
- Creative:** Canva (Ad Creatives, Social Media Creatives, Posters, Video Creatives)

## Education

Vel Tech Institute of Science and Technology, Chennai, India

Sep 2023 – Jun 2025

Master of Business Administration (MBA)

GPA: 8.4

Islamiah College (Autonomous), Vaniyambadi, India

Jun 2020 – Jul 2023

Bachelor of Business Administration

GPA: 7.5

## Projects

Predictive Modeling & Business Forecasting (Power BI) | Academic Project

Mar 2025 – May 2025

- Developed forecasting models in Power BI using historical sales data and regression/time-series concepts to predict demand trends.
- Built interactive dashboards combining online vs. offline sales, seasonal trends, and competitor analysis for decision-making.
- Delivered recommendations to reduce stockouts and improve planning through data-driven insights.