

HARSHITHA SELVARAJ

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Digital Marketing Specialist with over 4 years of experience driving business growth through innovative marketing strategies. Skilled in leveraging data-driven insights to optimize marketing campaigns across various digital channels. Adept at crafting compelling content, executing effective SEO strategies, and managing social media campaigns to enhance brand visibility and generate qualified leads. Proven ability to collaborate with cross-functional teams to achieve marketing objectives and deliver measurable results.

EDUCATION

MSc Digital Marketing & Channel Management (CIM Accredited) 2023

University of Surrey

- Dissertation: *Exploring the Impact of Extended Reality (XR) Marketing on Consumer Engagement and Brand Loyalty*. Demonstrated that interactive XR experiences in retail environments led to a 25% increase in average customer dwell time and a 15% lift in social media shares compared to traditional marketing displays.

BSc Electronic Media 2020

University of Madras

- Specialisation in 3D Animation and Special Effects. Developed strong content creation skills through the production of documentaries, short films, radio shows, podcasts, television programs, and advertisements, from pre- production to post-production.

PROFESSIONAL EXPERIENCE

Digital Marketing Specialist 2025

Pinnaxel

- Developed a multi-channel digital campaign, integrating SEO, paid ads, and email marketing, resulting in a 45% increase in lead generation.
- Optimized website UX and landing pages using heatmap analysis and A/B testing, improving conversion rates by 28%.
- Managed and scaled Meta & LinkedIn Ads, achieving a 25% lower CPA (Cost Per Acquisition) than industry benchmarks.
- Built and automated email marketing workflows (Mailchimp & HubSpot), boosting CTRs by 35%.

Social Media Marketer 2024

Project C Foundation

- Developed and executed a comprehensive social media campaign to raise awareness about mental health issues, including anxiety and depression.
- Increased engagement and follower count through creative content, relevant hashtags, and strategic community building.
- Collaborated with mental health influencers to amplify the campaign's reach and impact.

Team Leader – Digital Marketing Project 2023

Geared Up Cycles Ltd

- Led a cross-functional team to execute a data-driven social media strategy, resulting in an 11x increase in engagement and improved KPIs.
- Utilised Google Analytics (GA4) track campaign performance and optimize SEO efforts.
- Successfully launched a targeted social media campaign that increased website traffic by 30%.

Creative Strategist & Marketing Analyst 2022

Koaka Collective

- Developed and executed comprehensive content strategies that included written and visual content to engage the eco-conscious audience.
- Leveraged HubSpot's content management system (CMS) to streamline content creation, editing, and publishing processes.
- Created and managed e-newsletters to nurture leads and drive conversions.

Content Creator

2021

Tubelight Mediaworks

- Led content strategy for diverse clients across B2B and B2C sectors, ensuring marketing content aligned with brand identity and objectives beyond SEO.
- Managed end-to-end content creation processes, including ideation, writing, editing, and proofreading, particularly for dynamic mobile app content.
- Developed and executed targeted activation campaigns, to drive conversions and achieve client objectives.
- Streamlined marketing processes through the implementation of automation workflows, resulting in increased efficiency and improved campaign performance.

KEY PROJECTS

Viral Marketing on a Budget

2019

Uptown Ideas

- Launched a real-time trend-hijacking campaign around the viral #PrayForNesamani meme, generating 300% higher engagement with zero ad spend..

Gifting Digital Learning: Subscription-Based Growth Strategy

2021

Tubelight Mediaworks

- Developed email & social media funnels, leading to a 30% increase in paid subscriptions within 3 months.

From Niche to Global: Sustainable Fashion Growth Strategy

2022

Koaka Collective

- Developed a retro-themed multi-channel marketing strategy to boost a sustainable fashion brand's international presence (US, Canada, UK and Australia).

Boosting Employee Engagement Through Digital Branding

2024

McDonald's UK

- Launched a social employee recognition program via Workplace by Meta, increasing employee engagement by 95%

TOOLS, LANGUAGES AND CERTIFICATIONS

Marketing & Analytics: GA4 | Google Search Console | SEMrush | Ahrefs | HubSpot | Mailchimp | Drupal | Marketo | Salesforce

Content & Design: Adobe Creative Cloud | Canva | WordPress | Microsoft Office Suite | Final Cut Pro | Trello | Asana

Advertising & Social Media: Meta Ads | Google Ads | LinkedIn Ads | Hootsuite | Sprout Social

Languages: HTML | CSS | JavaScript | Bootstrap

Certifications: [GA4 Certified](#) | [GDPR Certification](#) | [PPC Advertising \(Mimic Pro\)](#) | [UX Content Strategy](#) | [Project Management](#) | [Email and Newsletter Marketing](#) | [Data Analytics](#)

FREELANCE PROJECTS

Freelance Digital Marketing Consultant

2024

Remote

- Provided SEO & content marketing services for UK-based small businesses, increasing organic traffic by 60% on average.
- Designed landing pages & optimized UX for improved lead generation.

Social Media Executive Intern

2019

Uptown Ideas

- Played a vital role in promoting local media events, such as the launch of South Indian channels on Zee Network. Supported rebranding efforts, enhancing digital content creation and public engagement strategies for major media events.