

ILAIYANITHI V

Digital Marketing Analyst

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SUMMARY

Digital Marketing Analyst with hands-on experience in SaaS and product-based marketing. Worked on ad creative preparation, campaign setup support, SEO implementation, and analytics tracking. Strong understanding of user intent, product positioning, and data-driven decision-making. Comfortable using analytics tools and collaborating with cross-functional teams to support product visibility and engagement.

WORK EXPERIENCE

Digital Marketing Executive Aug 2025 – Present

Dikshi Technologies

- Worked on marketing for a billing & business management software product
- Created software demo videos and product explainer content
- Supported Google and Meta Ads keyword research and ad creative preparation
- Implemented basic SEO improvements and keyword-focused content
- Managed Google Business Profile and product social channels
- Tracked performance using GA4 and platform insights

Digital Marketing Executive - Intern | Nizcare April 2025- May 2025

- Created healthcare branding and content creatives
- Supported digital presence and awareness initiatives

Social Media Marketing Specialist - Intern Jan 2025 - Mar 2025

iNAK Animation Studio Pvt Ltd

- Created AI-assisted gaming creatives and marketing videos
- Supported social media content scheduling and performance tracking

DIGITAL MARKETING SKILLS

- Google Ads (Search, Keyword Research, Ad Copy Support)
- Meta Ads (Creative Support & Performance Tracking)
- SEO (On-page, GSC, Keyword Optimization)
- Web Analytics (GA4, Search Console)
- Product Marketing Support
- Social Media Management & Scheduling
- Email Campaign Support (Basics)

Analytics & Tools

- GA4, Meta Insights
- Google Search Console
- Keyword Research & Content Optimization

Creative & AI Tools

- Canva, Figma, CapCut, Adobe Premiere Pro
- ChatGPT, PlayHT, MidJourney

PROJECTS & ACHIEVEMENTS

- Instagram Growth (@kirmada__creation): Managed content creation and publishing consistency; gained hands-on experience in audience behavior and engagement patterns. [Link](#)
- COMBLAZE 2K24 Tech Symposium: Handled poster designs and social media marketing; achieved ~3.1L organic views in 15 days. [Link](#)

EDUCATION

Bachelor of Engineering – Computer Science

Sep 2021 – June 2025

M.A.M College of Engineering - Trichy

CERTIFICATIONS - [LINK](#)

- Digital Marketing Certification – Besant Technologies
- Google – Fundamentals of Digital Marketing
- HubSpot – Social Media Marketing
- LinkedIn Learning – SEO & Facebook Ads