



Oviya G

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Professional Summary

Results-oriented marketing professional with 5+ years of experience in digital marketing strategies and campaign management. Proven track record of increasing web traffic and lead generation through SEO and social media campaigns.

Work Experience

Digital Marketing Manager

ABC Company, TamilNadu, TN | May 2018 - Present

Developed and implemented SEO strategies that increased website traffic by 50%.

Managed a team of 5 marketing professionals, overseeing campaign execution and performance analysis.

Optimized Google Ads campaigns, resulting in a 20% increase in lead generation.

Education

Bachelor of Science in Business Administration

XYZ University, Anytown, USA | Graduated May 2015

Relevant coursework: Marketing Strategies, Consumer Behavior

Certifications

Google Analytics Certified

HubSpot Content Marketing Certified

Facebook Blueprint Certification

Technical Skills

Proficient in Google Analytics, Google Ads, SEO tools (e.g., SEMrush, Moz), and CRM systems (e.g., Salesforce).

Advanced knowledge of HTML/CSS and content management systems (e.g., WordPress).

Languages

Tamil, English, Telugu

Professional Affiliations

Member, American Marketing Association (AMA)

Member, Digital Marketing Institute (DMI)

Volunteer Experience

Organized fundraising events for local charity, resulting in \$10,000 raised for community programs.