

CONTACT

- 8925496496
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- Kandigai, chennai

EDUCATION

- 2017 - 2019
SRI RAMANUJAR
ENGINEERING COLLOGE
Bachelor's Degree in Electrical
and electronics Engineering
- 2011 - 2014
SRI BALAJI POLYTECHNIC
COLLAGE
DIT (Information Technology)

CORE SKILLS

- Google Ads (Search, Display, Video)
- Meta Ads (Facebook, Instagram)
- WhatsApp Marketing
- Social Media Marketing
- Google Analytics
- Audience Targeting
- Keyword Research & SEO Basics
- Basic Graphic Design
- Canva

CERTIFICATIONS

- Advances Digital marketing (FITA)
(Nov 01-Jan 29-2023) with certificate

LANGUAGES

- English
- Tamil

SASIKUMAR

DIGITAL MARKETING EXECUTIVE

PROFILE

Aspiring Digital Marketer with 1.7 months of hands-on experience in managing and optimizing campaigns across multiple platforms. I am also skilled in using Google Analytics to track performance and optimize campaigns for better results. Passionate about driving business growth through targeted digital marketing initiatives, and continuously learning the latest trends and tools in the industry.

WORK EXPERIENCE

- Yangoos Technologies** FEB 2024 - PRESENT
Growth Consultant- Digital Marketing
 - Managed and optimized Google Ads campaigns (Search, Display, Video), focusing on driving targeted traffic and generating quality leads.
 - Handled Meta Ads (Facebook, Instagram), creating ad strategies that led to an increase in qualified leads and conversions.
 - Created and scheduled content calendars for social media, leading to growth in follower count.
 - Developed and executed WhatsApp Marketing campaigns, successfully driving user engagement and lead generation.
 - Used Google Analytics to monitor website traffic and user behavior, adjusting campaigns as needed.
 - Conducted A/B testing on ad creatives and landing pages to improve conversions.
- Home Genie Building Products Pvt Ltd** MARCH 2023 - FEB 2024
Digital Marketing Executive
 - Handling end-end campaign management for different brands all over southern regions in India
 - (Products like Bio-Tanks, Wooden Doors, uPVC Windows & real estate)
 - Handling up to 10 lakhs per month in Facebook and Google to generate quality leads for our business (Business of around 1.5Cr).
 - Using different WhatsApp api like Wati, Interakt, and Doubletick to connect with customers to cross-promote our products to increase the sales
 - Using swipe pages tool we created a different landing pages for B2B and B2C campaigns to acquire a quality leads.