

SIVARAMKUMAR

Digital Marketing Executive | Web Designer | Beginner Web Developer

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Profile Summary

Digital Marketing Executive focusing on Performance Marketing and Search Engine Optimization, with hands-on experience in planning, executing, and optimizing Meta Ads (Facebook & Instagram) campaigns. Skilled in lead generation, audience targeting, ad creatives, A/B testing, and SEO optimization to drive measurable business growth. Experienced in web design and beginner-level web development, enabling better landing page performance and conversion optimization. Passionate about combining data-driven marketing strategies with practical execution to build scalable, result-oriented digital campaigns.

Technical Skills

Digital Marketing Tools & Platforms: Paid Media Operations, Analytics, Tracking & Compliance, SEO Implementation

Performance Marketing: Campaign Reporting & Documentation

Web Design: Web & Landing Page Operations

Tools: Word Press, Meta Business Suite, Keyword & SERP Monitoring Tools

Experience

Jr.Digital Marketing Executive

Supported Meta Ads execution for lead generation, assisted in CPL optimization and budget pacing, implemented GA4 & Google Tag Manager conversion tracking, and supported SEO audits and on-page SEO to improve organic visibility and lead quality.

Jr.Content creator

Transitioned from Graphic Design into Digital Marketing, supporting Meta Ads execution for lead generation, assisting in CPL optimization and budget pacing, implementing GA4 and Google Tag Manager conversion tracking, and supporting SEO audits and on-page SEO to improve organic visibility and lead quality. Also assisted with basic landing page updates and tracking integration as part of growing interest in web development.

Projects

SEO Optimization for Service Website.

[Livelink](#)

- Conducted **SEO audit** for a service/clinic website
- Implemented **on-page SEO** (keywords, metadata, internal linking)
- Supported indexing and visibility improvements via **Google Search Console**
- Monitored organic performance and keyword movement

Landing Page Optimization (Marketing + Web Support).

[Livelink](#)

- Supported **landing page updates** for paid campaigns
- Ensured **ad-to-landing page message alignment**
- Integrated **forms, pixels, and GA4 events**
- Assisted in improving conversion flow and tracking accuracy

Education

2020–2023

Bsc.Visual Communication

Bishop Heber college

CGPA: 8.4/10.0