SIVARAMKUMAR

Digital Marketing Executive | Web Designer | Beginner Web Developer

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Profile Summary

Results-driven Digital Marketing Executive specializing in Performance Marketing, Meta Ads, SEO, and Conversion Tracking. Hands-on experience in planning, executing, and optimizing paid campaigns for lead generation with strong focus on CPL optimization, audience targeting, A/B testing, and landing page performance. Proficient in GA4, Google Tag Manager, and WordPress, enabling accurate tracking, campaign measurement, and conversion rate optimization. Passionate about combining data, design, and web knowledge to build scalable, result-oriented marketing systems.

Core Skills

Meta Ads Manager | Performance Marketing | Lead Generation | CPL Optimization |Google Analytics 4 (GA4) | Google Tag Manager (GTM) | Conversion Tracking | A/B Testing | Landing Page Optimization | Conversion Rate Optimization (CRO) On-page SEO | Keyword Research | Google Search Console | SERP Monitoring | WordPress | Audience Targeting | Campaign Reporting | Ad Creative's

Experience

Digital Marketing Executive

Executed Meta Ads campaigns for lead generation with focus on CPL optimization and audience targeting
- Implemented GA4 and Google Tag Manager for accurate conversion and event tracking
- Assisted in A/B testing of ad creatives and landing pages to improve conversion rates
- Supported SEO audits, on-page SEO, and metadata optimization to improve organic visibility
- Ensured ad-to-landing page message match for better campaign performance

Content Creator / Graphic Design Support → Digital Marketing Transition
- Created ad creative's and marketing visuals aligned with paid campaign goals
- Supported landing page updates using Word Press for paid campaigns
- Integrated forms, Meta Pixel, and GA4 events for conversion tracking
- Assisted in improving website structure, internal linking, and SEO elements

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 for Paid Campaigns   **Livelink**

- Updated landing pages aligned with Meta Ads messaging
- Implemented Pixel, GA4 events, and form tracking
- Improved conversion flow through landing page structure changes
- Assisted in A/B testing for better lead conversion

Education

2022–2025

B.voc.Visual Communication

Bishop Heber college
CGPA: 8.4/10.0