

SIVARAMKUMAR

Digital Marketing Executive

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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 Creatives

Experience

Digital Marketing Executive

DR Aravind IVF | Jan 2025 – Present

- Executed Meta Ads lead generation campaigns, contributing to 1,000+ leads with consistent CPL optimization
- Optimized audience targeting and creatives, helping reduce CPL by ~25% across testing cycles
- Implemented GA4, Google Tag Manager, and Facebook Pixel, improving conversion tracking accuracy to 95%+
- Supported A/B testing of ad creatives and landing pages, resulting in 15–20% improvement in conversion rate

Content Creator / Graphic Design Support → Digital Marketing Transition

Sparrow look | Dec 2022 – 2024

- Designed 25+ ad creatives used in paid Meta Ads campaigns, supporting higher CTR and engagement
- Supported WordPress landing page updates, contributing to 10–15% improvement in conversion rates
- Integrated lead forms, Meta Pixel, and GA4 events, enabling end-to-end funnel tracking
- Assisted in SEO improvements (internal linking, metadata, site structure), supporting organic visibility growth

Projects

SEO Optimization for Service Website

- Conducted SEO audit for a service/clinic website
- Implemented on-page SEO (keywords, metadata, internal linking)
- Optimized 15+ pages, improving search impressions by ~25%
- Tracked 10+ keywords using Google Search Console

Landing Page Optimization for Paid Campaigns

- Updated landing pages aligned with Meta Ads messaging
- Implemented Pixel, GA4 events, and form tracking
- Improved landing page conversion rate by ~18%
- Implemented Pixel + GA4 tracking for accurate CPL measurement

Education

B.voc. Visual Communication

Bishop Heber college

CGPA: 8.4/10.0

2022–2025