

Antony Deepak Raj D
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Education	
Francis Xavier Engineering College - Anna University Bachelor of Engineering in Mechanical Engineering CGPA- 7.625:	June 2020 – April 2024

Professional Summary

I am a recent Mechanical Engineering graduate with a strong passion for digital marketing. I specialize in SEO, PPC, content creation, and web development. With experience in Google Ads, Google Tag Manager, Google Analytics, and WordPress, I focus on optimizing websites, managing digital campaigns, and driving brand engagement. Proficient in SEO tools like SEMrush and Ahrefs, and skilled in HTML, CSS, and JavaScript for web development. I'm eager to contribute to a dynamic marketing team with a data-driven approach and innovative mindset.

Skills

1. Core Web Development Skills:

HTML5/CSS3, JavaScript ,Responsive Design ,Version Control (Git/GitHub) ,Web,Performance Optimization ,RESTful APIs, Database Management ,SEO Optimization

2. WordPress-Specific Skills:

WordPress Theme Development, WordPress Plugin Development, WordPress CMS, Elementor/Divi/Other Builders, WooCommerce, Security and Maintenance, Customization via Hooks and Filters

3. Additional Skills: PHP, Web Hosting, SSL Certificates, CMS Migration, Troubleshooting and Debugging

Experience

Bright Horizon Services UK Web Developer Intern(Remote)	Aug 2024 – Present
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- Collaborated on designing and developing user-friendly websites.
- Assisted with front-end and back-end development tasks using HTML, CSS, JavaScript, and PHP.
- Worked on WordPress theme customization and plugin integration.
- Optimized websites for performance, SEO, and responsive design.
- Implemented website maintenance, troubleshooting, and security updates.
- Coordinated with team members to ensure successful project delivery.

MPM HOBBIES Freelance(Remote)	MAR 2023 - SEP 2023
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- Developed and executed a Shopify website and SEO strategies that resulted in a **40%** increase in organic traffic over six months.
- Managed Google Ads campaigns with a focus on cost-per-click (CPC) optimization, which led to a **30%** reduction in ad spend while maintaining lead quality.
- Redesigned the website using Shopify and custom coding, improving site speed by **25%** and user engagement by **20%**.
- Created and managed content for social media platforms, which grew the company's Instagram following by **50%** and boosted overall social media engagement by **35%**.
- Utilized Google Tag Manager to track user behavior and conversion rates, leading to a **15%** increase in conversion rate through data-driven adjustments.
- Collaborated with the sales team to create targeted email campaigns, resulting in a **20%** increase in lead generation.
- Enhanced the website's user experience (UX) by implementing feedback loops and A/B testing,

leading to a **10%** decrease in bounce rate.

Personal Project | DataPlus Technologies
CO-Founder & Web Developer

January 2024 - Present

- Designed and developed dataplustechologies.in, focusing on user experience, SEO, and responsive design.
- Implemented SEO best practices that resulted in a 30% increase in organic traffic within the first three months.
- Integrated Google Analytics and Google Tag Manager to monitor user behavior and track conversions, leading to a 15% improvement in conversion rates.
- Optimized website speed and performance, improving load times by 40% and enhancing overall site engagement.

Freelance Digital Marketing Specialist (Remote)

March 2023 - Present

- Worked in collaboration with an experienced SEO Manager to support digital marketing efforts for clients including maestheticsandbeauty.co.uk, kraftfittedwardrobe.com, and Piggotts.
- Executed SEO strategies, PPC campaigns, and web development tasks that significantly enhanced online visibility and lead generation for these clients.
- Contributed to the successful implementation of marketing initiatives that resulted in a **40%** increase in organic traffic and a **30%** reduction in ad spend across client projects.
- Provided remote support and expertise, ensuring that all digital marketing efforts aligned with the clients' goals and objectives.

Freelance Web Developer
Harrow Security Vehicles, UAE

- Designed and developed a website for a UAE-based security vehicle company.
- Implemented responsive design to ensure usability across all devices.
- Integrated SEO best practices to improve online visibility and search rankings.
- Collaborated with the client to meet their specific needs and objectives.

Additional Experience and Qualifications

Google Ads Essential Training
SEO Fundamentals Course with Greg Gifford
Google Analytics Certification
SEO Foundations

- LinkedIn Learning
- Semrush Academy

- LinkedIn Learning
