# Vignesh Uthiravelu

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[Digital Portfolio Website](Digital Portfolio Website)

**Digital Marketing Specialist,** India

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## Professional Summary

Strategic and creative Digital Marketing Specialist with proven success in building brand awareness, driving online sales, and delivering measurable ROI across digital channels. Certified by Google and IBM, with a strong portfolio of data-driven campaigns and high-performing ads for e-commerce, retail, media and service industries.

## Expertise Skills

- **Strategy & Branding:** Digital Marketing Strategy & Planning, Brand Positioning & Storytelling, Marketing Funnel Development, Market Research & Consumer Insights

- **Advertising & Campaign Management:** SEO / SEM, Google Ads & Meta Ads Manager, Social Media Marketing, Influencer & Content Marketing, Email Marketing & Automation

- **Analytics & Optimization:** Analytics & Conversion Optimization, Campaign Performance Reporting, Online Reputation Management

## Specialized Tools

- Google Ads
- Adobe Creative Suite
- Meta Ads
- Search Console
- Canva
- Mailchimp
- Google Trends
- Hootsuite
- Google Analytics

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## Professional Experience

### Digital Marketing Specialist

Freelance| Remote | 2023 - Present

- Planned and executed end-to-end marketing campaigns for clients in e-commerce, fitness, education, and lifestyle sectors, generating average ROI of 380%.

- Designed ad creatives and storytelling content that increased CTR by 65% across Meta and Google and other social platforms.

- Developed brand identities and marketing funnels that turned awareness into loyalty through consistent engagement and impressions.

- Led social media revamps for SMEs - achieving 5x follower growth and 2x engagement rate within 3 months with very minimal budget compared to usual costs.

**Campaign Consultant – Brand Revive Project**

Freelance Collaboration | 2024

- Partnered with a Chennai based local retail brand to rebuild their online presence post COVID.
- Directed video storytelling campaigns and a seasonal "Shop Local, Shine Global" ad series, earning 45,000+ views organically.
- Integrated email drip marketing with personalized CTAs, improving conversion rates by 22%.

**Digital Media Partner – "Le Ciel" Annual Fest, NIT Karaikal**

Freelance Collaboration | 2023

- Collaborated with NIT Karaikal as the official Digital Media Partner for their flagship annual cultural fest "Le Ciel", managing the end-to-end digital presence of the event.
- Conceptualized and produced engaging social media content including teaser videos, highlight reels, and interactive posts that captured the festival's vibrant spirit.
- Directed pre-event hype campaigns across Instagram, Facebook, and YouTube, achieving over 600,000+ organic impressions and boosting event registration by 54%.
- Managed the event's social media calendar, ensuring consistent branding and timely content delivery throughout the campaign lifecycle.
- Collaborated with student organizers, artists, and sponsors to align digital storytelling with the event's creative theme and audience interests.
- Led a small team of volunteers in handling on-ground coverage and real-time digital engagement, generating live buzz during the event days.

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**Education**

**B. Tech in Computer Science and Engineering**
Pondicherry University | September 2022, First Class

**Certifications**

- Google **Digital Marketing & E-Commerce** Specialization
- IBM **Data Science** Professional Certificate
- Microsoft Certified Azure **AI Fundamentals** (AI-900)

**Notable Achievements:**

**E-Commerce Growth Campaign**

**Goal:** Increase sales and online presence for a fashion accessories brand.

- Managed SEO and performance marketing strategy with a ₹75K ad budget.

- Delivered **3.2× ROAS** through data-driven A/B ad testing and remarketing.

- Optimized landing page experience using Hotjar insights, reducing bounce rate by 35%.

- Oversaw influencer collaborations, generating authentic content that drove brand trust.

**Brand Reinventing Campaign**

**Goal:** Build emotional connection through storytelling for a creative agency's rebranding.

- Conceptualized "Lumora" a **brand mascot** symbolizing empathy + innovation.

- Directed campaign visuals, tone, and narrative resulting in **viral LinkedIn engagement (200K+ impressions)**.

- Used sentiment analysis and engagement metrics to refine messaging tone.

**Personal Branding Bootcamp**

**Goal:** Train professionals in digital presence optimization.

- Designed a 4-week bootcamp covering **LinkedIn branding, social strategy, and ad awareness**.

- Participants reported **40 - 70% engagement growth** and improved visibility in recruiter searches.

- Created templates, reels, and carousels that became reusable marketing assets.

**Social Media Analytics Dashboard**

**Goal:** Track and visualize campaign performance.

- Built a dynamic dashboard integrating Google Analytics and Meta Insights data.

- Helped clients visualize KPIs like CTR, engagement rate, and conversion funnel.

- Result: Cut reporting time by 60% and improved campaign decision-making speed.