



Ananth Sridev

Digital Marketing Specialist

Experienced SEO and Digital Marketing Specialist with 6+ years of expertise in **organic search, technical SEO, analytics, and performance marketing**. Strong understanding of AI-influenced search behavior, answer engine optimization, and structured data to improve rankings, visibility, and conversions.

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WORK EXPERIENCE

Digital Marketing Specialist

Ark Neo Financial Services Pvt Ltd

03/2022 - Present

Chennai

- Planned and executed Google Ads - Search campaigns targeting high-intent audiences, boosting qualified traffic and reducing CPL, while optimizing landing pages to maximize lead conversion and engagement.
- Optimized content structure for **answer engines** using **schema markup, structured data (FAQ, HowTo, Article)** to improve featured snippets and zero-click visibility. Implemented and managed **analytics, Google Tag Manager, attribution tracking** to track website events, campaign performance, and user interactions, enabling accurate conversion tracking and marketing insights at DhanLAP.
- Planned and managed multi-channel paid campaigns (Google Ads, Meta Ads, LinkedIn Ads) across the marketing funnel, driving a 40% increase in qualified traffic while reducing CPL.
- Executed targeted email campaigns using marketing tools, conducted A/B testing to optimize performance, and developed SQL queries for reports and dashboards to enable data-driven decisions.
- Implemented full CRM setup with dev support and integrated automation flows, boosting MQL-to-SQL conversion and streamlining lead management.

Executive - Digital Marketing

Peppers Media Pvt Ltd

01/2021 - 03/2022

Chennai

- Managed PPC campaigns and social media - facebook ad campaigns, including running lead-generation campaigns targeting the U.S. market.
- Handled PPC campaigns and social media activities to generate leads and client opportunities, and created client pitch decks and presentations.

Executive - Digital Marketing

Giri Trading Agency Pvt Ltd

10/2015 - 12/2020

Chennai

- Prepared digital marketing strategy and ads budget plan, optimized landing pages, executed SEO and PPC campaigns, and structured social media marketing operations, including Google Shopping and Facebook merchandise campaigns.
- Scaled **performance marketing campaigns from ₹0.5L/month to ₹3L/month** targeting U.S, Canada and Indian Markets.
- Implemented Universal Analytics on WordPress websites**, ensuring accurate pageview and event tracking. **Configured goals and conversion tracking** to measure key user actions and business outcomes.
- Developed strategic social media content plans based on audience insights and performance data.

Trainee

Polyhose India Rubber Private Limited

11/2013 - 08/2015

Chennai

- Gained early industrial experience in a manufacturing setup before transitioning into digital marketing.

Trainee

Xtreme Advertisers

06/2013 - 10/2013

Tenkasi

- Managed and published content on facebook pages owned by the brand.
- Supported the execution of local television promotional ads for regional clients.

SKILLS

Google Tag Manager

GA4

UTM Tagging

Campaign strategy

SEO

Meta Ads

PPC - Google Search campaigns

ahrefs and SEMRush

GEO

AEO

Lead Generation

Wordpress

CRM Management

Looker Studio

Screaming Frog

Marketing Automation

Lead Nurturing

Email Marketing

Posthog

MMP implementaion

Google Shopping and Facebook merchandise

AI-assisted Keyword Research

NLP- Content Optimization

schema markup

Excel

CERTIFICATIONS

Certified in Digital Marketing

SEO Essentials with Semrush Certification

Google Ads & Analytics Certification

EDUCATION

Bachelor of Technology

Kamaraj College of Engineering and Technology (Anna University, Chennai)

08/2009 - 05/2013
6.77 CGPA

ACHIEVEMENTS

Increased lead-to-conversion rate by 25% by optimizing organic landing pages.

Ark Neo Financial Services Pvt Ltd

Rolled out PR campaigns that boosted brand authority and inbound B2B registrations

Ark Neo Financial Services Private Limited

Improved organic visibility and lead quality through consistent SEO and content optimization.

Ark Neo Financial Services Pvt Ltd

Improved organic rankings and traffic through on-page SEO, content optimization, & technical fixes.

Giri Trading Agency Private Limited