



Ananth Sridev

Digital Marketing Specialist

Data-driven Web Analyst with experience in **fintech and digital products**, specializing in **web and product analytics, funnel analysis, and performance reporting**. Proficient in **GA4, Google Tag Manager, PostHog, Looker Studio, SQL, and Excel** to translate complex data into actionable business insights.

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WORK EXPERIENCE

Digital Marketing Specialist

Ark Neo Financial Services Pvt Ltd

03/2022 - Present

- Implemented and managed **GA4 and Google Tag Manager** setups, including **data layer design and event mapping**, to ensure accurate and scalable tracking.
- Worked with developers to define **data layer variables, triggers, and tags**, and performed end-to-end **QA using GTM preview and debug tools**.
- Maintained **PostHog event instrumentation**, creating funnels and cohorts to support product and marketing analysis.
- Built **automated dashboards and reports using Looker Studio and Excel**, delivering weekly and monthly insights to marketing and business stakeholders.
- Performed **SQL query based analysis** on event and lead datasets to validate data accuracy and generate actionable insights for decision-making.
- Partnered with cross-functional teams to translate data findings into **optimization and growth recommendations**.

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

- Enabled Enhanced Ecommerce tracking in Universal Analytics** to track transactions, revenue, and order performance.
- 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.
- 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. Managed and updated e-commerce content via Magento and WordPress.
- 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 Technolgy (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