Thimmaraj Venugopal

Digital Marketing Specialist

A results-driven Digital Marketing Specialist with 3+ years of hands-on experience in Google Ads, SEM and Social Media Marketing. Proven track record of successfully developing and implementing digital marketing strategies that drive brand visibility, website traffic, and conversions. Skilled in optimizing PPC campaigns, P MAX and leveraging data analytics to enhance ROI. Proficient in crafting compelling content and managing social media platforms to engage and grow audiences. Adept at staying updated with industry trends and algorithms to maximize online presence and achieve business objectives.



Work History

2021-07 -2023-08

Digital Marketing Specialist

Byjus, Bangalore

- Develop comprehensive digital marketing strategies aligned with business goals and the target audience.
- Identify key performance indicators (KPIs) to measure the success of digital campaigns.
- Create and optimize Google Ads campaigns to maximize ROI.
- Monitor budgets, adjust bidding strategies, and ensure ad campaigns are cost-effective.
- Monitor website traffic and use SEO tools to track and analyze performance.
- Develop and execute social media marketing strategies across platforms like Facebook, Twitter, LinkedIn, and Instagram.
- Generate high-quality, relevant, and SEO-friendly content, including blog posts, articles, and social media updates.
- Utilize data analytics tools to track and analyze the performance of digital marketing efforts.
- Generate regular reports with actionable insights and recommendations for improvement.
- Manage digital marketing budgets effectively, ensuring the best allocation of resources for maximum impact.



Contact

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Skills

Google Ad words

Advanced

Facebook Ads

Advanced

Snap chats

Intermediate

SEO

Upper intermediate

LinkedIn Ads

Upper intermediate

2018-12 - Digital Marketing Associate

2020-03

Vogo, Bangalore

- Design and oversee all aspects of campaign management, including search and display
- Advertising campaigns on Google and Facebook.
- Adept at working with keyword research tools like Google Keyword Planner and SEM Rush.
- Create a campaign structure in line with market practices, expand the keyword reach, and continue to optimize the campaign with the removal of negative keywords.
- Develop and monitor campaign budgets; ensure other KPIs like CPM, CPC, CPL, and CPSV.
- Prepare accurate reports on our marketing campaign's overall performance. Keep close.
- Identify trends and insights, and optimize spend and performance based on the generated insights.
- Collaborate with internal teams to create landing pages, campaign creative
- Optimize the user experience, get the best return on every advertising rupee spent.
- Collaborate with agencies and other vendor partners.

Email Marketing

Upper intermediate

Campaign execution

Advanced

Marketing strategies

Advanced

Social media tools

Advanced

Web analytics

Advanced

Education

2015-06 - Bachelor of Science: MPCS 2018-08

Dravidian University – Kuppam AP

2012-06 - Diploma In Mechanical Engineering

Dr YC James Govt Polytechnic – Kuppam AP

Declaration

I hereby declare that all the information above given is true and complete to the best of my knowledge and belief.

Place: Bangalore, India Thimmaraj Venugopal