



# VIGNESHWARAN V

High-caliber Digital Marketing & Sales Professional with over 6 years of experience in driving impactful strategies and campaigns across various online platforms.

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📍 Chennai

## EDUCATION:

Graduate (BBA) in Airline and Airport Management 2019

## CERTIFICATION & COURSES:

Google Ads Search Certification  
Google Ads Video Certification  
Google Ads Display Certification  
Google Analytics Certification  
Google Ads - Measurement Certification  
Microsoft Advertising Search certificate  
Advanced Digital Marketing

## TECHNICAL SKILLS:

Digital Marketing: Google Search Console, Google Ads, Meta Ads, Google Analytics, SEMrush  
Website Management: Google Tag Manager, WordPress, Yoast  
Email Marketing: Mailchimp, Brevo

## SKILL SETS:

Search engine optimization (SEO)  
Search Engine Marketing (SEM)  
Internet Marketing  
Content Marketing  
Social Media Marketing (SMM)  
Pay-Per-Click (PPC) Advertising  
A/B Testing  
Website design development  
Branding & marketing  
Digital Marketing  
Lead Generation  
Marketing Campaigns  
Global Marketing  
Advertising campaign  
Google AdWords  
Keyword analysis  
Social Media Analyst  
BDM & BDE

## WORK EXPERIENCE:

**Vendasta Technology Pvt Ltd, Chennai from Apr -24 to June 24**  
**Digital Advertising Analyst**

**Reason for leaving the organization: There is a night shift regularly, which is impacting my health.**

**Viral Brainz Pvt Ltd, Chennai from June-2021 to Feb-2024**

### Digital Marketing Executive

- Directed and empowered a team of **4+ digital marketing professionals, orchestrating the seamless completion** of 20+ diverse digital marketing projects.
- Formulated and executed comprehensive **SEO strategies for 15+ esteemed clients, leading significant enhancements** in online visibility and organic traffic.
- Designed and developed over 10 websites using WordPress, employing custom themes and plugins to deliver visually appealing, functional websites.
- Managed **Google Ads and Bing Ads campaigns, utilizing MatchCraft to achieve a 20%** increase in conversion rates within three months.
- Utilized analytics tools such as **Google Analytics and SEMrush** to track campaign performance and provide actionable insights for continuous improvement.
- Devised and implemented digital marketing strategies that increased organic traffic by 30% and improved overall online visibility.
- Handled international clients, ensuring precise alignment with objectives and expectations for optimal project outcomes.
- Performed **A/B testing on ad creatives and landing pages**, resulting in a 25% improvement in ad performance metrics.
- Crafted and fine-tuned paid advertisements across a spectrum of platforms including **Instagram, Facebook, Pinterest, and Google, optimizing within client budgets.**
- Leveraged in-depth analysis of social media data to discern nuanced audience demographics, sentiment, and trends, employing insights.
- Engineered optimization of digital advertisements and campaigns, resulting in a substantial 12% increase in conversion rates.
- Managed **Google AdWords campaigns** across diverse product lines, driving a notable 20% increase in click-through rates and a 15% surge in conversion rates.
- Planning, execution, and optimization of our online marketing, promotion of products and services through digital channels, connect with target audiences, through digital media.

## PREVIOUS WORK EXPERIENCE:

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**Torque Entertainment Pvt Ltd, Chennai from Feb- 2019 to May 2021**

### **Business Development & Digital Marketing Executive**

- Cultivated and maintained strong relationships with existing and potential clients, tailoring presentations and proposals to meet their specific requirements.
- Provided exemplary customer service, achieving a **client satisfaction rate of 95% and contributing to an increase in repeat business.**
- Conducted service demonstrations to potential clients, resulting in a 30% conversion rate of leads into new clients, showcasing key functionalities and addressing individual needs.
- Surpassed sales targets, contributing to a **20% increase in sales revenue each business year, reporting on sales performance, and suggesting strategies.**
- Generated leads, conducted market research, and negotiated deals with favorable terms for both parties, building and sustaining strong client relationships.
- Plan and execute all **digital marketing, including SEO/SEM, marketing database, email, social media, and display advertising campaigns.**
- Design, build, and maintain our social media presence.
- Measure and report the performance of all digital marketing campaigns and assess against goals (ROI and KPIs).
- Identify trends and insights and optimize spend and performance based on the insights.

## LANGUAGES:

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English, Tamil

## HOBBIES:

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Reading Books, Indoor Activities & Listening to Music

## PERSONAL INFORMATION:

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- Father Name : Vijay Kumar v
- Date of Birth : 13/06/1997
- Marital Status : Single

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