

NAGARAJ M

Digital Marketing Executive | Performance Marketing |
Lead Generation | WordPress Development

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Location: Chennai, India

SUMMARY

Digital Marketing Executive with over **2+ years of experience** driving lead generation and scalable growth through performance marketing. Expertise in **Meta Ads, Google Ads, SEO, and SEM**, with the ability to align campaigns with business workflows using **Odoo CRM** to improve **ROI**. Strong in building conversion-focused **WordPress websites** and executing **Email, WhatsApp, and LinkedIn marketing**, with performance tracking and optimization using **Google Analytics and Google Search Console**.

WORK EXPERIENCE

Avoor Networks Pvt. Ltd.

Aug 2023 - Present

Digital Marketing Executive & Web Development

- Planned, executed, and optimized performance marketing campaigns using **Meta Ads Manager** and **Google Ads**, managing targeting, keyword research, creatives, budgets, and continuous optimization to improve **CTR**, conversions, **CPL**, and **ROI**.
- Executed **SEO** and **SEM** strategies including keyword research, on-page SEO, content optimization, internal linking, and blog publishing using **Google Keyword Planner** and **SEMrush** to improve organic visibility and inbound traffic.
- Managed **LinkedIn, Facebook, and Instagram** with structured content planning, scheduling, reels/posts, engagement strategies, and lead-focused social media optimization (**SMO**). Managed social media publishing and monitoring using Zoho Social and Odoo Social Media.
- Designed and supported digital campaigns with marketing creatives such as **posters, banners, and ad visuals** using **Canva**, ensuring brand consistency across platforms.
- Tracked and analyzed campaign performance using **Google Analytics** and **Google Search Console**, deriving insights to improve traffic quality, engagement, and conversions.
- Built and managed **WordPress websites** for **service-based** and **eCommerce** clients using Elementor, creating responsive and conversion-focused layouts and landing pages.
- Performed website content updates, **SEO** improvements, and UI enhancements using **HTML, CSS, and JavaScript**, ensuring alignment with **SEO** and **UX** best practices.
- Ensured mobile responsiveness, page speed optimization, plugin maintenance, and overall website stability.
- Implemented lead capture and engagement tools including contact forms, **website chatbots, Zoho SalesIQ, Odoo, and appointment booking** tools to improve inquiry flow.
- Executed email marketing campaigns using **Odoo Email Marketing** to support lead nurturing, follow-ups, and customer communication.
- Managed **WhatsApp marketing** and automation using **WhatsApp Marketing tools, ChatIQ, and AISensy**, enabling automated replies, reminders, and follow-ups.
- Used **Odoo CRM** for lead tracking, task management, follow-ups, and coordination between marketing and sales teams.
- Automated marketing workflows, lead routing, and follow-ups using **Make.com** to improve efficiency and response time.
- Collaborated with design, content, and sales teams to align campaigns and workflows using **Google Meet, Odoo Meeting, and MS Teams**.

TECHNICAL SKILLS & TOOLS

- **Digital Marketing (Paid Advertising):** Lead generation, campaign optimization — **Meta Ads Manager, Google Ads, LinkedIn Ads.**
- **SEO & SEM:** Keyword research, on-page SEO, content optimization — **Google Keyword Planner, SEMrush.**
- **Analytics:** Performance tracking, conversion analysis — **Google Analytics, Google Search Console.**
- **Social Media & SMO:** LinkedIn marketing, content planning, engagement — **Facebook, Instagram, LinkedIn, X.**
- **Social Media Management & Scheduling:** Content scheduling, performance monitoring — **Zoho Social, Odoo Social Media.**
- **Web Development:** Website development and optimization — **WordPress, HTML, CSS, JavaScript.**
- **Automation & CRM:** Workflow automation, lead management — **Odoo, Make.com.**
- **Email & WhatsApp Marketing:** Lead nurturing and communication — **Odoo Email Marketing, WhatsApp Marketing, ChatIQ, AISensy.**
- **Design & Creative:** Campaign creatives, banners, posters — **Canva.**

EDUCATION

MCA - Master of Computer Application Anna University/ Thirumalai Engineering College.	2021 - 2023
BCA - Bachelor's of Computer Application Madras University/ Pachaiyapa's Mens College.	2018 - 2021

ACHIEVEMENTS

- **Best Employee of the Month (3×)** – Recognized at Avoor Networks Pvt Ltd for consistent high performance, initiative, and successful execution of digital marketing campaigns and web development projects.
- **42% Increase in Social Media Engagement** – Improved engagement metrics through data-driven content strategies, reels, and consistent publishing across Instagram and Facebook.
- **35% Growth in Website Lead Generation** – Increased inbound inquiries by implementing SEO best practices and integrating lead capture and visitor engagement tools such as Odoo and Zoho SalesIQ.
- **WordPress Community Contributor** – WordCamp Delhi – Actively participated in WordCamp Delhi, gaining exposure to the latest WordPress trends and contributing insights during community discussions.

PROFESSIONAL STRENGTHS

- Strong analytical and problem-solving approach to digital campaign optimization.
- Effective communication and collaboration with cross-functional teams.
- Ability to manage multiple priorities and deliver within timelines.
- Proactive mindset with continuous learning and improvement focus.

ADDITIONAL INFORMATION

- Languages: Tamil (Native), English (Professional Working Proficiency)
- Collaboration Tools: Google Meet, Microsoft Teams, Zoom
- LinkedIn Profile: <https://www.linkedin.com/in/nagaraj-m-/>