

# GOPALAKRISHNAN S

## DIGITAL MARKETING ANALYST

TOTAL EXPERIENCE - 4.6 YEARS | DIGITAL MARKETING - 2 YEARS

### CONTACT

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### SKILLS

- Digital Marketing
- Lead Generation
- Meta Ads
- SEO
- SMM
- Client Relationship Management

### CERTIFICATIONS

- [The Complete Digital Marketing](#)
- [Digital Marketing - SEO](#)

### EDUCATION

2019 - 2021

MS UNIVERSITY

- Masters of Project Management

2015 - 2019

NATIONAL ENGINEERING COLLEGE

- Electrical and Electronics Engineering
- GPA: 7.5

### LANGUAGES

- English
- Tamil

### PROFILE

Digital Marketing Analyst with 2 years of hands-on experience in executing and optimizing digital marketing campaigns across SEO, Meta Ads, social media, and email marketing. Skilled in using tools like Google Analytics, Google Search Console and Meta Ads Manager to track performance and drive data-backed strategies. A proactive team player with a strong focus on ROI, audience engagement, and continuous campaign optimization.

### WORK EXPERIENCE

- Centizen** NOV 23 - PRESENT  
Digital Marketing Analyst
  - Develop and execute comprehensive marketing strategies and campaigns that align with the company's goals and objectives.
  - Managed Meta (Facebook & Instagram) and Google Ads to drive lead generation and boost sales for Zenyo, ZenBasket, and client brands.
  - Managed and grew social media channels with targeted content and consistent branding.
  - Created engaging video content and promotional designs to support digital campaigns.
  - Improved sales conversion and revenue through data-driven marketing approaches.
  - Maintained strong client relationships by providing timely support and oversaw digital marketing efforts for multiple clients with customized strategies.
- Innovative Work Solutions** MAR 21 - OCT 23  
Team Lead - AR Caller
  - Led a team of accounts receivable (AR) callers, overseeing daily operations and ensuring timely follow-up on outstanding invoices.
  - Made phone calls to insurance companies to check on the status of claims for unpaid patient bills and took necessary actions based on the information received.
  - Kept track of accounts receivable (AR) by following up promptly, accurately updating records, and resolving any issues that arise.
  - Utilized software tools for claim status, improving accuracy and efficiency in the workflow.
  - Managed escalated client concerns, ensuring prompt resolution and maintaining positive client relationships.
  - Ensured timely delivery of work to clients, maintaining quality standards and fulfilling project expectations.