

# Shunmugar Rajan G

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## Professional Summary

Digital Marketing Analyst with 3.5+ years of experience in optimizing paid media campaigns, analyzing customer behavior, and developing insightful dashboards using GA4 and Looker Studio. Actively expanding knowledge in SQL, Python, and Tableau to deepen analytical capabilities. MBA graduate with strong business acumen and a data-driven approach to improving marketing performance.

## Professional Experience

### Senior Digital Media Analyst

Ducima Analytics – Chennai

2021 – Present

- Managed and optimized paid advertising campaigns across Google, Facebook, and LinkedIn platforms, achieving an average ROAS increase of 20%.
  - Developed and maintained dynamic dashboards using Looker Studio to track KPIs and campaign performance.
  - Implemented GA4 and GTM tracking, improving data accuracy and campaign measurement.
  - Conducted A/B tests to optimize ad creatives and landing pages, increasing conversion rates by 15%.
  - Collaborated with content and sales teams to align marketing strategies with business goals.
  - Initiated learning of SQL and Tableau to support advanced data analytics tasks.
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### Technical Skills:

- SQL (Intermediate), Python (Pandas - learning)
  - Google Analytics 4 (GA4), Google Tag Manager
  - Looker Studio, Tableau, Power BI
  - Excel (Pivot Tables, VLOOKUP, Charts)
  - Paid Media (Google Ads, Meta Ads, LinkedIn Ads)
  - A/B Testing, UTM Tracking, Campaign Attribution
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### Tools & Platforms:

- Dashboard Tools: Looker Studio (Google Data Studio), Tableau, Power BI
- Analytics Platforms: Google Analytics 4 (GA4), Google Tag Manager (GTM)
- Marketing Tools: Google Ads, Meta Ads Manager, LinkedIn Campaign Manager
- Spreadsheet & Productivity: Excel (Advanced), Google Sheets, PowerPoint, Google Slides
- Project Management: Jira, Asana, ClickUp

## Projects / Analytics Transition Highlights

### Marketing Dashboard Automation with Looker Studio

- Automated weekly reporting using Looker Studio connected to Google Sheets and GA4
- Reduced manual reporting time by 70%

### Customer Funnel Analysis Using GA4 & Excel

- Analyzed drop-off points across marketing funnels
- Delivered insights that improved lead conversion by 15%

### Self-Learning Projects (In Progress)

- SQL Queries on Sample Datasets (BigQuery / MySQL)
  - Python data cleaning project using Pandas
  - Tableau dashboard on eCommerce sales data
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## Education:

### Master of Business Administration (MBA)

Marketing & Analytics

Velammal Engineering College – Chennai | 2020

### Bachelor of Engineering (B.E. ECE)

Electronics and Communication Engg.

Park College of Technology – Coimbatore | 2018