



SOWMYA MANO AM

Digital Marketing Analyst

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📁 [Portfolio](#)

📍 Bengaluru

SUMMARY

Results-driven digital marketing professional with 5.5 years of experience supporting diverse projects and driving revenue through strategic online marketing and SEO techniques. Known for a strong attention to detail and a passion for analytics, I specialize in turning complex data into actionable insights that enhance campaign performance and maximize ROI.

WORK EXPERIENCE

Google Ads Specialist

Sep 2025 - Present

What Digital Technologies, Bengaluru

Projects Handled: [whatjobs.com](#) (UK, USA & India)

- Developed, implemented, and optimized Google Ads campaigns across Search, Display, YouTube to achieve targeted ROI and conversion goals.
- Conducted in-depth keyword research, audience analysis, and competitor benchmarking to improve ad relevance and campaign performance.
- Managed daily budget pacing, bid strategies, and account structure, ensuring efficient spend allocation and maximum return on ad spend (ROAS).
- Created and tested compelling ad copies, extensions, and creatives, using A/B testing to improve CTR, Quality Score, and overall ad performance.
- Monitored and analyzed campaign performance using Google Analytics, Tag Manager, and Data Studio, preparing insightful reports to guide strategic decisions.

Digital Marketing Analyst

July 2022 - Aug 2025

Span Technology Services Pvt Ltd, Coimbatore

Projects Handled: [TaxBandits](#), [ACAwise](#), [ExpressExtension](#), [ExpressTaxExempt](#), [TaxBandits Payroll](#)

- Developing and implementing comprehensive digital marketing strategies across all channels for five products, ensuring seamless execution of the planned initiatives.
- Setting up, managing, and optimizing PPC campaigns, including ad copy creation, bid strategy and optimization, cost-per-conversion and cost-per-click analysis, keyword research, and other key components.
- Performing keyword research and executing on-page, technical, and off-page SEO strategies for multiple websites.
- Creating content for websites, blogs, social media, email campaigns, and advertisements.
- Identified target audiences, built email lists, and crafted content for email marketing campaigns aimed at both existing users and new leads, driving increased ROI for products.
- Keeping up with the latest trends and working closely with colleagues to develop and implement new marketing tools and strategies.
- Evaluated the effectiveness and performance of digital marketing strategies using various analytics and SEO tools.

- Analyzed online user behavior, conversion metrics, customer journeys, funnel performance, and multi-channel attribution.
- Consistently monitor and analyze competitors' strategies for valuable insights.
- Collaborated closely with the Business Analyst, Development, and QA teams to implement changes and add new features to the application.

SEO ANALYST

Oct 2020 - June 2022

Eron Techno Solutions, Coimbatore

Projects Handled: *Abi Infrastructure, Lushbergs, Sai Green Gardens, Amaya Villas*

- Identify and analyze keywords, conduct thorough website audits, and optimize website content and structure to align with SEO objectives.
- Conduct competitor research to identify opportunities and threats, while generating regular reports on SEO performance, insights, and recommendations for improvement.
- Developed HTML web pages and blog sites, and optimized them for SEO on WordPress.

SKILLS

DIGITAL MARKETING	Search Engine Optimization Content Marketing Google & Bing Ads Email Marketing Social Media Marketing Affiliate Marketing Facebook Marketing Twitter Marketing Instagram Marketing Linkedin Marketing Press Releases Guest Posting Copy Writing Marketing analytics and data analysis Pinterest Marketing Reddit Marketing Quora Marketing Core Web Vitals YouTube Marketing Competitor Analysis
TOOLS	Google Trends Google Keyword Planner Google Search Console Google Tag Manager Google Analytics Mailchimp Canva Figma Tawk To Hotjar Microsoft Clarity Screaming Frog SEMRush Google Data Studio Visily Wayback Machine (Web Archive)

CERTIFICATIONS & AWARDS

- Advanced Google Analytics 4
- Google Ads Certification
- Google Analytics for Beginners
- SEO Fundamentals by Hubspot
- “LinkedIn Skill Badge” for SEO, SMM, On page Optimization
- Received a “Pat on the Back” award for generating new leads to my product.

EDUCATION

B.E in Electronics and Communication

CGPA: 7.9

June 2016 - Apr 2020

Jansons Institute of Technology, Coimbatore

Senior Secondary

June 2014 - Apr 2016

Montfort Matric Hr Sec School, Kolathur