



Surendran M
Digital Marketing Executive

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Chennai, India

CORE SKILLS

- SEO (On-page & Off-page)
- Google Ads (PPC)
- Meta Ads (PPC)
- Shopify
- Google Analytics
- Social Media
- Content Optimization
- MS Office

TOOLS & PLATFORMS

- Google Analytics
- Search Console
- Google Ads
- Meta Ads
- Shopify
- Canva

EDUCATION

- MBA - Marketing Management** 2023 - 2025
Madras University, Chennai
- BBA** 2018 - 2022
St Thomas College of Arts & Science

CERTIFICATIONS

- Digital Marketing Course - Inspire Digital Marketing

OTHER

Total work experience: **0 Year 6 Months**

PROFESSIONAL SUMMARY

Results-driven Digital Marketing Executive with hands-on experience managing e-commerce operations, implementing SEO strategies, and running paid campaigns to drive traffic and conversions. Skilled at using Shopify (Project) , Google Analytics, and Google Ads to deliver measurable improvements in online sales and user experience.

PROFESSIONAL EXPERIENCE

Supreme Computers (India) — Digital Marketing Executive Mar 2025 — Present
Website Administrator – E-commerce & Digital Marketing (IT Products)

- Managed end-to-end e-commerce operations for **SupremeIndia.com**, including product uploads, pricing, inventory, and homepage merchandising for IT hardware & accessories.
- Executed on-page and off-page **SEO** improvements — optimized meta tags, product descriptions, and blog content to improve keyword rankings and organic traffic.
- Planned, launched, and monitored **Google Ads, Meta Ads** and social media campaigns; tracked performance (CTR, CPC, conversions) and optimized for ROI.
- Worked closely with developers and designers to improve UI/UX, resolve issues, and ensure accurate product content and images.
- Used **Shopify, Google Analytics, Search Console**, and Razorpay to monitor site health, analyze performance, and ensure smooth checkout flows.

KEY PROJECTS & ACHIEVEMENTS

- Launched seasonal product campaigns that improved site conversion rate (add numbers if available).
- Optimized product pages leading to improved search visibility for priority keywords.
- Implemented tracking and reporting dashboards in Google Analytics to measure campaign performance and user behaviour.

LANGUAGES

English (Fluent) • Tamil (Native)