

# SURESH KRISHNA M

## Digital Marketing Executive

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### PROFESSIONAL SUMMARY

Digital Marketer with hands-on experience in B2B digital growth, specializing in SEO, Google Ads, Meta Ads, WordPress, and email marketing. Skilled in managing Alibaba & Bizcoverindia promotions, optimizing product listings, executing international virtual expos, and running multi-channel ad campaigns. Proven track record of delivering measurable business outcomes, including increased export leads, organic traffic growth, and global client engagement.

### SKILLS & EXPERTISE

- B2B Digital Marketing: Alibaba & Bizcoverindia Promotions, Product Optimization, Virtual Expos & Online Client Engagement
- Advertising & Lead Generation: Google Ads (PPC), Meta Ads (Facebook & Instagram), Email Marketing Campaigns
- SEO & Content: SEO Optimization & Keyword Research, Technical SEO, Copywriting, Website Performance Optimization
- Web & Analytics Tools: WordPress (Divi, Elementor, WooCommerce, SEO Plugins), Google Analytics, Google Search Console, SEMrush, Ahrefs
- Creative Tools: Canva, Figma (Social Media Creatives)

### WORK EXPERIENCE

#### Digital Marketing Executive Rajexim Group of Companies | June 2024 – Present

- Managed 50+ exhibitors on Alibaba & Bizcoverindia B2B portals, optimizing product listings to drive qualified lead generation.
- Created and executed Alibaba promotions & ad campaigns, boosting buyer engagement by 30%+.
- Launched Facebook & Instagram ad campaigns, generating high-quality leads and strengthening brand awareness.
- Developed and optimized WordPress websites, improving SEO rankings and site performance by 25–30%.
- Implemented Google Ads PPC campaigns, achieving higher conversions and improved ROI.
- Tracked and analyzed campaigns using Google Analytics, Facebook Pixel, and Meta Ads Manager to guide optimization.
- Oversaw email marketing campaigns to nurture leads, retain customers, and improve engagement rates.

#### Key Projects & Achievements

- Alibaba Lead Generation Optimization – Delivered a 40% increase in qualified export leads. SEO & Website Performance Enhancement – Achieved 30% organic traffic growth through technical SEO improvements. Meta Ads for Virtual Export Expos – Executed international lead-generation campaigns, resulting in 150+ online client meetings across Africa, Americas, Europe, Oceania, and Asia, conducted bi-monthly.

### CERTIFICATION

- Digital Marketing Specialist – Udemy (In Progress, Expected 2025)

### LEADERSHIP HIGHLIGHTS

- Team Leadership & Mentoring – Supervised and trained internship students on SEO, Meta Ads, and WordPress optimization. Class Representative (B.E. CSE, 4 Years) – Represented 60+ students, coordinated with faculty, and organized academic & departmental events consistently across four years.

### EDUCATION

- Annamalai University, Chidambaram | Aug 2019 - April 2023

Faculty Of Engineering and Technology B.E Computer Science Engineering