

Passionate and results-driven learner, Senior Digital Marketer with **3+ years of paid marketing experience, 3 years of organic marketing experience, 2+ years of social media marketing experience.** Brought strategies and surgical executions to teams to achieve 10% MOM conversion rates across Google, LinkedIn and Facebook for given timelines. Also increased organic growth by 25%+ annually with SEO, email marketing and social media. I am looking to work for an ambitious company that wants to go big.

Experience

2022 - Current

Senior Digital Marketing Specialist - Organic & PPC Lead ScryAI

- Developed **complete SEO Plan** - Strategy, Enterprise level, Local SEO, Technical SEO, Competitor & keyword Analysis, Link Building & On-Page SEO. Worked with various stakeholders from different teams and **executed the deliverables.**
- Worked with a team of 2 marketing analysts to build a list of events, **Expos, Conferences, Trade shows** and webinars that provide speaking & networking opportunities. Created & executed a workflow to obtain all the collaterals for the event and data to help decision makers determine its value
- **Developed a data driven paid marketing plan** using Google Ads & LinkedIn, with data backed reasons and got a \$200,000/year budget from the leadership.
- Worked with social media team to boost growth, **increased followers from 2500 to 7000** with high quality posts, and paid awareness campaigns. Also helped develop the product videos.
- Created the **most updated media list** for Outbound SEO with an intern for Link Building using (Guest Blogs and PR Newsworthy content).
- Co-managed a team with 3 content writers & developed **SEO content briefs & the calendar** with company products infused, edited the content, and checked for plagiarisms & copyrights.
- **Lead rebranding transition** & Email writing for leadership
- **Wrote** Off-Page SEO blog articles, Press Releases, News Articles and developed Link Building system. 4 backlinks/mo
- Wrote multiple **feature rich emails** providing industry(integrated with company products) value to blast market to cold lists.
- **Lead Technical SEO** efforts and increased domain ranking every month. Also helped the developers remove bus by giving them the solutions.

2020 - 2022

Lead PPC Marketing Specialist & Management Consultant Team Urban Ashram

- **Co-managed** Amazon & Flipkart PPC committing **600+ sales/mo** for a ed-tech company - Zen Books.
- Helped **build a business team of 6 individuals for a hiring tech company - Dev Heros.** Trained 2 people in marketing & sales. Took around 2-3 interviews/day personally

- Worked with **YouTube sensation** "Sudha Bergur" and grew reach to **20,000,000+ views.**
- Hit **~14% conversions MOM for luxury rental property** landing page with **12% to 15% CTR** on Google Ads. **Recognized by Unbounce** as a globally high converting landing page. **Committed 250-300 leads/mo.**
- LinkedIn organic growth - **average 2500 views/day.**
- **Trained a team** in a equipment manufacturing factory for lead gen and helped bring on client's like **Godrej.**
- Built \$20,000 **high quality websites** for clients using No-Code platforms

2018 - 2020

Digital Marketing Specialist, Off Page SEO Lead & SMM Manager American Technology Consulting

- **Saved \$10,000+** in a quarter by identifying & strategizing trends in PPC, stopping failing PPC campaigns fast, and optimized working campaigns to deliver higher CTRs & Conversion rate.
- Experienced in **weekly reporting to C-Suite** executives
- Helped in optimizing **Google Ads(~8% CR)**, **Facebook Ads(~10% CR)**, YouTube Ads(campaigns for visibility), and **LinkedIn Ads(~ 9%)**. Was an **Associate Account Manager for a \$350,000** yearly outbound marketing budget.
- Actively **managed a creative team** and delivered high converting landing pages as well as social media posts across two products.
- Helped create a **community around the products.**
- **Ad-Copy optimization** by writing direct-to-sell Ad Copies
- **Managed 3 member Email Marketing team** and Helped optimize creatives, quality and legality. Got 75,000 website views in the first month.
- Found **new market opportunities** and made reports
- **Discovered** poor quality product development in certain areas and worked with stakeholder to increase customer satisfaction
- In my spare time, I **learnt more** about the products and took a passive role in various product meetings.
- **Helped manage sister properties** of ATC like MagicStudio and UnboxedTherapy

2020 - 2022

Digital Marketing Consultant They Find Me

- Closed a major deal worth \$10,000 with a nursing facility in the UK for 360-marketing service
- Consulted 5 SMEs in Bengaluru, Kerala, UK and Canada over 2 years and provided services such as Website Development, Graphic Design, Social Media Marketing, Market Research, SEO, SEM and Page ranking services.
- I Used growth hacking in social media and helped grow accounts to 200,000 followers from 50,000 followers. Sold one of my accounts. Managed Influencer accounts with 300k+ followers
- Built high quality websites using over WordPress using Avada & Elementor

2014 - 2016

Part Time Jobs

They Find Me

- Subway Fast-food chain Manager (Vaughn)
- High School Tutor (TutorDoctor)
- Watch Salesman & Repairman (SquareOne Mall)

Education

2021-2025

B.Sc Data Science & Programming

IIT Madras

- O'Reilly scholarship student
- 8.9 CGPA

Certifications

- Freecodecamp.org Developer Certification (HTML, CSS) (300 hours)
- 4 Star Python badge in Hackerrank
- Kaggle Machine Learning Certification - Beginner
- Kaggle Python Certification
- Google Ads Measurement Certification (ID: 38631644)
- Google Ads Search Certification (ID: 38638982)
- Google Shopping Ads Certification (ID: 38690868)
- Google Ads Video Certification (ID: 38631967)
- Google Ads Display Certification (ID: 38684328)
- Google Search Ads 360 Certification (ID: 38694347)
- Google Analytics Academy (ID: NA)
- SEMrush Content Marketing Certification (ID: #649df67058d09f9)
- HubSpot Email Marketing Certification (ID: 0e434dc26a3a4a72a32816cf4ce 00b38)
- HubSpot Social Media Certification (ID: 2ad82b4b104b47a9befb2481039 82a4)
- HubSpot Growth-Driven Design Certification (ID: 835950eefefe4936985167aacd8 5bd49)

Skills & Tech Stack

- SEO
- PPC
- Technical Content Writing
- Social Media Marketing
- Copy Writing
- Email Marketing
- Website Development
- Project Management
- Prompt Engineering with ChatGPT
- Avada
- SemRuh
- SpyFu
- Ahrefs
- Canva
- Word Hero
- Word AI
- Asana
- Elementor
- Unbounce
- Hubspot
- BuzzSumo
- Inkscape
- HTML & CSS
- Python
- JS