VIGNESH SUKUMAR

Vancouver, BC | vigneshsukumar1997@gmail.com |778.861.3595 | [www.linkedin.com/in/vignesh-sukumar](http://www.linkedin.com/in/vignesh-sukumar)

**CAMPAIGN MANAGER**

Results-oriented Marketing and Campaign Manager with 3 years of diverse experience in digital advertising, account management, and programmatic strategy across multiple industries including IT, construction, education, insurance, hospitality, and tourism. Known for building strong client relationships, optimizing campaign performance, and scaling brands through data-driven decision-making and full-funnel marketing execution. Recognized for delivering high ROI campaigns and leading cross-functional teams to meet deadlines with precision. Adept in platforms like Salesforce, Meta Ads, Google Ads, Quantcast, and DCM, and certified in multiple digital marketing disciplines.

SKILLS

* **Campaign & Account Management:** Programmatic Buying, Salesforce Dot Com, Lead Generation, Client Retention, IO Creation & Revision, Performance Optimization
* **Ad Platforms & Tools:** Meta Ads Manager, Google Ads, DV360, LinkedIn Ads, Quantcast Platform, Criteo, DoubleClick Manager, Google Tag Manager, Hootsuite, Canva
* **Analytics & Automation:** Google Analytics, UTM Tagging, Pivot Tables (Excel), DCM, PowerBI, Zoho CRM, Jira, Slack, Zendesk
* **Project Execution:** Cross-functional Team Leadership, Strategic Planning, Ad Trafficking, Budgeting, A/B Testing, Franchise Expansion, CRM Reporting
* **Soft Skills:** Communication, Initiative, Customer Empathy, Strategic Thinking, Time Management, Problem Solving, Multitasking, Leadership, Stakeholder Management

PROFESSIONAL EXPERIENCE

**CAMPAIGN MANAGER** | Iopex Technologies (Client: Quantcast), Chennai, IN July 2022 – July 2023

* Managed ad campaign operations for 40+ high-value advertisers including Amazon, American Express, GG Poker, and Range Rover across the Ireland region.
* Oversaw $1M+ in digital ad spend and delivered 100,000+ signups in 3 months for GG Poker with 500x ROS, earning the internal “Dublin Star” award.
* Created and revised IOs, ensuring compliance and client approval via DocuSign; resolved delivery issues on creatives to avoid SLA breaches.
* Collaborated with cross-functional teams (TechOps, Reporting, MPCT, TAM) via Slack, Jira, and Zendesk for campaign setup, troubleshooting, and timely execution.
* Tracked campaign performance, applied negative keywords and geofilters, and optimized budget split between retargeting and prospecting to reduce CPA.
* Ensured alignment between internal and third-party reports (DCM vs. Quantcast) with variance below 5% by using Excel-based reconciliation.

**SOCIAL MEDIA EXECUTIVE** | Optymice Growth Consulting, Chennai, IN January 2021 – February 2022

* Spearheaded performance marketing and content scheduling for Gopolicy, Cohort, HQ1e, and 1By2 Café, driving lead generation and brand growth.
* Generated 100+ franchise leads for Gopolicy within 30 days via targeted Facebook and Google Ads; worked closely with the cold calling team to qualify prospects.
* Designed and executed full launch marketing plan for 1By2 Café, including digital, ATL, and BTL strategies; drove ₹60+ lakh in revenue and secured 6 new franchises in 2 months.
* Implemented and managed tracking systems (GTM, Pixels) across client websites and campaigns to enhance ROI tracking and remarketing.
* Created content calendars, led strategy meetings, and reported ad metrics using Canva and Excel; ensured creative and operational delivery across internal team of 7.

**MARKETING EXECUTIVE** | SocialGTM, Chennai, India July 2020 – December 2020

* Acquired and managed 5 client accounts including Creative Stairs and Fieldpower through cold outreach using LinkedIn Sales Navigator and Helper tools.
* Drove ₹30+ lakh in construction leads for Creative Stairs in one month via cost-optimized Facebook Lead Ads; continuously optimized CPL and ad performance.
* Created and scheduled posts, video content, and social campaigns for multiple clients using Canva and Hootsuite; handled SEO-focused content and blog writing.
* Monitored campaign health via engagement and impression metrics; strategically improved post timing and targeting to boost reach.

**CRUISE REPRESENTATIVE** | Destinations North America, Vancouver, BC April 2024 – October 2024

* Delivered high-quality guest experiences at Vancouver International Airport, ensuring seamless coordination of guest transfers and taxi services for cruise passengers.
* Acted as brand ambassador, resolving issues quickly and providing a professional and courteous customer experience under pressure.

**YVR REPRESENTATIVE** | Whistler Connection, Vancouver, BC December 2024 – April 2025

* Managed shuttle logistics and guest coordination at YVR; handled guest check-ins via Atlas, monitored driver status with GeoTarget, and ensured timely updates via Slack.
* Strategically reassigned guests who missed shuttles to maintain 60-min wait guarantee; praised for decision-making and service recovery.

EDUCATION

**MASTER OF BUSINESS ADMINISTRATION** | University Canada West, BC 2023 - 2025

**BACHELOR OF MECHANICAL ENGINEERING** | Sathyabama Institute of Science and Technology, IN 2016 – 2020

CERTIFICATIONS

* Certified Digital Marketing Associate | Digital Marketing Institute 2024
* Google Ads Display Certification | Google 2024
* Google Ads Apps Certification | Google 2024
* Programmatic Advertising Professional Certification | Criteo 2024
* Programmatic Integration Specialist Certification | Criteo 2024
* Programmatic Campaign Manager Certification | Criteo 2024
* Digital Advertising | Quantcast 2022
* Quantcast Platform Certification | Quantcast 2022
* Enterprise Design Thinking Practitioner | IBM 2024
* Email Marketing Certification | Hubspot Academy 2024
* Get Started Using Google Analytics | Google 2024
* Manage GA4 Data and Learn to Read Reports | Google 2024
* Preparing Data for Analysis with Excel | Microsoft 2024
* Social Media Simternship | Stukent 2024
* Introduction to Data Analysis Using Excel | Rice Business 2020
* The Fundamentals of Digital Marketing | Google 2020