VIGNESH SUKUMAR

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

**DIGITAL MARKETING SPECIALIST**

Social media and Programmatic Advertising Specialist with over 3 years of experience in managing high-profile campaigns for 40+ global brands, such as Amazon, GG Poker, Paul Smith, and American Express, across Ireland. Skilled in SMM, PPC, social media strategy, and programmatic platforms such as Google DV360 and Quantcast. Proven track record of optimizing campaign performance, driving significant ROI, and collaborating with internal teams for seamless ad operations and troubleshooting.

ACCOMPLISHMENT

I spearheaded marketing efforts for GG Poker, a premier global poker operator based in Vancouver, managing a campaign budget of $0.5–1 million over six months targeting the Irish market. During this period, I oversaw a network of over 40 advertisers and achieved an impressive return on spend (ROS) of 200x.

In the FMCG sector, using Facebook Ads I developed a targeted lead-generation strategy, successfully driving over 1,000 highly qualified franchisee leads for a client, strengthening their market presence and growth potential. Additionally, I played a pivotal role in scaling the brand 1By2 Café from a single location to seven branches across Tamil Nadu within four to five months, showcasing my ability to drive rapid expansion and brand visibility in competitive markets.

TECHNOLOGICAL & GENERAL SKILLS

**Programmatic Marketing | Meta Ads | Google Ads | Criteo | MS Office 365 | Salesforce(.)DotCom |DV360 | Quantcast Platform | Digital marketing | Social Media Marketing | Problem-Solving | Employee Motivation | Customer Service Management | Teamwork and Collaboration**

PROFESSIONAL EXPERIENCE

**CRUISE REPRESENTATIVE** | Destinations North America, BC 04/2024 – 10/2024

* Promoted the cruise brand through exceptional customer service and clear communication.
* Ensured a positive brand image during embarkation and disembarkation processes.
* Represented the brand with a customer-centric approach in a fast-paced environment, requiring strong interpersonal and problem-solving skills.

**CAMPAIGN MANAGER** | Iopex Technologies, IN 07/2022 – 07/2023

*Subcontracted as TAS (Technical Account Strategist) for the organization “Quantcast” for the region of Ireland. Managed 40+ Advertisers/Paid Media Accounts across Ireland and Helped top global advertisers such as Amazon, Imagine, American Express, Range Rover, etc, driving a ROS of 200-300x.*

* Worked closely with internal teams (MPCT, Tech-ops, Reporting, TAM Support, etc.) to guarantee client requests on programmatic and direct campaigns.
* Managed day-to-day trafficking of ad campaigns across the company's owned (Quantcast Advertise) and operated properties and any external distribution platforms (Salesforce).
* Managed the quality of ads by regularly reviewing and blocking ads and maintaining an exclusion list.

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**SOCIAL MEDIA EXECUTIVE** | Optymice Growth Consulting, IN 01/2021 – 02/2022

*Built, planned, and implemented Digital marketing strategies.*

* Helped 1By2 Cafe business grow from 1 to 7 branches across south India.
* Handled end-to-end marketing for 1By2 Cafe, driving in the business of INR 6 million from Facebook Ads and Google Ads with a spend of INR 0.4 million on digital Ads.
* Handled Social Media Profile and created trending content for Gopolicy, HQ1, and 1By2 Cafe.

**MARKETING EXECUTIVE** | SocialGTM, IN 07/2020 – 12/2020

*Worked on building social media strategies and handled social media accounts of different clients.*

* Drove 3 businesses from LinkedIn using customised Business proposal templates.
* Worked on a lead generation campaign and drove a business of INR 3 million for a construction company.
* Scheduled Social Media post strategically using Hootsuite.
* Wrote technical blogs for FieldPower and Ducont, helping create quality backlinks for SEO.

EDUCATION

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

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

CERTIFICATION

* **Preparing Data for Analysis with Microsoft Excel** | Microsoft 2024
* **Get Started Using Google Analytics** | Google 2024
* **Manage GA4 Data and Learn to Read Reports** | Google 2024
* **Google Ads Display Professional Certification |** Google 2024
* **Google Ads Apps Certification |** Google 2024
* **Criteo Programmatic Advertising Professional Certification** | Criteo 2024
* **Criteo Programmatic Integration Specialist Certification** | Criteo 2024
* **Criteo Programmatic Campaign Manager Certification** | Criteo 2024
* **Digital Advertising** | Quantcast 2022
* **Quantcast Platform** | Quantcast 2022
* **The Fundamentals of Digital Marketing** | Google 2020