

VIGNESHWARAN S

Performance Marketing Specialist

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Professional Summary

Performance Marketing Specialist and SEO Executive with 7+ years of experience in managing both organic and paid campaigns across various industries. Skilled in SEO, Google Ads, Meta Ads, Google Tag Manager, and Google Analytics 4. Proven ability to plan, execute, and optimize campaigns to increase traffic, leads, and ROI. Strong understanding of audience targeting, content strategy, and campaign tracking. Looking for a challenging role to apply my experience and deliver strong marketing results.

Work History

Senior Digital Marketer
God Particles – Chennai, India

06/2023 to Current

- Planned and executed high-performing ad campaigns on Meta platforms, achieving efficient cost-per-click (CPC) and cost-per-lead (CPL).
- Executed campaigns focused on brand awareness, sales growth, and lead generation, ensuring maximum ROI for clients.
- Created and managed campaigns that led to a 220%-400% growth in followers, sales and inquiries for key clients.
- Successfully generated thousands of leads for clients using data-driven approaches and audience segmentation techniques.
- Implemented ManyChat campaigns to boost engagement and increase follower count across India.
- Designed and optimized campaigns for niche markets such as eco-friendly products, local businesses, and e-commerce brands.
- Enhanced clients' organic search engine rankings through targeted SEO strategies.
- Built and strengthened brand identity for clients through consistent marketing and content strategies.
- Provided insights and recommendations to enhance client satisfaction and engagement with target audiences.
- Worked closely with clients to understand their unique requirements and align campaigns with their vision.
- Coordinated with internal teams to ensure seamless execution of marketing campaigns and deliverables.

- Managed multiple projects simultaneously, meeting deadlines and maintaining high-quality outcomes.
- Supported the organization in reaching new heights by continuously innovating and refining marketing strategies.
- Successfully turned underperforming campaigns into success stories by revising strategies and focusing on analytics-driven solutions.
- Managed client dissatisfaction in challenging scenarios and used the feedback to improve future campaigns.

SEO Analyst

07/2022 to 06/2023

Webstix

- Established the foundation and best practices for technical SEO.
- Handling international clients and achieving their SEO requirements.
- Strong knowledge of industry trends, SEO best practices and Google algorithm updates.
- Incorporated XML sitemaps, robots.txt files and 301 redirects to facilitate search engine spidering, crawling and indexing.
- Performed ongoing keyword discovery, expansion and optimization to increase organic search footprint and drive relevant site traffic.
- Closely collaborated with the development and maintenance teams to ensure compliance with SEO best practices. Besides, tackling crucial SEO-related difficulties and delivering impactful solutions.
- Proficient in setting up and configuring custom events in GA4 to track user interactions, conversions, and specific actions on websites or mobile apps.
- Established and configured Google Tag Manager for efficient tracking code deployment, allowing for streamlined management of tags, triggers, and variables.
- Proficient in utilizing Keyword Planner and other widely recognized search marketing tools, including SEMRush, Ahrefs, ScreamingFrog, Ubersuggest, and Spyfu in professional settings.

Digital Marketing Specialist

01/2021 to 07/2022

Tablo Noir - Branding & Design Agency

- Tracked and reported on marketing campaign performance monthly to help with optimizing current and future plans.
- Leveraged tracking data to segment target audiences, trigger campaigns and personalize content.
- Boosted brand awareness by establishing strong web and social media presence.
- Collaborated effectively with advertising and media specialized to boost results from strategic campaigns.
- Performed in-depth competitor reviews to check competitor activities with ad placement, keyword use, placement bids and landing pages.
- Optimized social media channels and web pages to improve SEO and usability.
- Built, implemented and updated effective SEO strategies.
- Created Pay-Per-Click campaigns to drive targeted traffic to company website.

- Implemented SEO and PPC strategies for clients in the real estate, medical, and hospital industries, focusing on building strong brand presence and increasing online visibility.

SEO Specialist

12/2019 to 12/2020

Writeneed

- Performed ongoing keyword discovery, expansion and optimization to increase organic search footprint and drive relevant site traffic.
- Produced and submitted weekly reports outlining progress against KPI objectives.
- Established the foundation and best practices for technical SEO.
- Successfully improved the ranking of 100+ keywords in search engines, driving increased visibility and organic traffic.
- Implemented SEO strategies resulting in a substantial increase in website traffic to 25,000 visitors per month, effectively enhancing online presence and engagement.
- Created engaging memes on social media platforms, effectively boosting brand awareness and generating increased audience engagement.
- Implemented Pay-Per-Click (PPC) strategies resulting in a significant increase in leads, effectively driving conversion rates and maximizing ROI for the organization.

SEO Analyst

03/2018 to 11/2019

Apple Infoway Pvt Ltd

- Analyzed SEO outreach goals and presented findings to SEO Manager.
- Performed ongoing keyword discovery, expansion and optimization to increase organic search footprint and drive relevant site traffic.
- Implemented link building strategies.
- Increased search engine rankings for target keywords through on-page and off-page optimization techniques.
- Optimize website content for SEO best practices, including meta tags, headings, and image optimization.

Education

B.E: Mechanical Engineering

06/2012 to 04/2016

Jawahar Engineering College - Chennai

Higher Secondary

06/2010 to 04/2012

St.Andrew's Higher Secondary School - Arakkonam

Skills

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|--------------------------------------|---|
| • SEO/SEM strategies | • Paid Advertising Expertise |
| • Social media marketing | • Campaign Optimization |
| • Conversion Rate Optimization (CRO) | • Copywriting and Ad Creative Development |
| • Analytics and Data Interpretation | • Market research |

- Marketing Funnel Management
- Remarketing and Retargeting
- Performance tracking
- Team Handling
- Knowledge of Tools and Platforms
- Data-driven decision making
- Client relationship management

Certifications

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| Digital marketing by Hubspot | 20172 |
| Google Tag Manager Fundamentals | 09/2021 |
| The Fundamentals of Digital Marketing by Google | 09/2021 |
| Digital marketing by Litementor | 01/2017 |
| Performance Marketing by Growth School | 01/2024 |