

# GURUNATHAN SR

## DIGITAL MARKETER

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### ABOUT ME

Dynamic **digital marketing professional** with a proven track record at **ValarPro**, excelling in **SEO and social media management**. **Expertise in Google Ads and AI automation**, coupled with **strong communication skills**, has driven significant improvements in organic traffic and client engagement. Passionate about **leveraging analytics to optimize marketing strategies**.

### EDUCATION

#### JNN INSTITUTE OF ENGINEERING

Artificial Intelligence & Data Science (CGPA - 7.8)

2020-2024

### SKILL

- Google Ads and Meta Ads
- HubSpot and Mailchimp
- AI prompt creation and automation
- Lead generation strategies
- SEO and SEM expertise
- Marketing analytics with Google Analytics

### WORK EXPERIENCE

#### Valarpro - Social Media Administrator

2025 JAN - 2025 NOV

- Managed the **Telegram channel**, including **content posting, engagement, and community handling**.
- Handled direct client communication and daily digital coordination work.
- Worked with the founder (YouTuber) on **website SEO and YouTube channel SEO**.
- Optimized video titles, descriptions, tags, and basic channel SEO.
- Supported basic website **SEO tasks and performance tracking**.

### INTERNSHIP & COURSE

#### Hitam Vidya - SEO Intern

2025 JUN

- Worked on **on-page SEO, keyword research, audits, and backlinks**.
- Improved **organic traffic and search visibility**.

#### Synerixs - Meta Ads Intern

2025 JUL

- Assisted in **campaign setup, pixel tracking, retargeting, and optimization**.
- Supported **creative testing and daily budget monitoring**.

#### Social Eagle - Digital marketing course

2024 SEP

- Learned **digital marketing basics: SEO, social media, content, and ads**.
- Gained hands-on **exposure to tools and real-time workflows**.

#### FWAI - Prompt Engineering & Marketing Automation course

2025 AUG

- Built **AI prompts for ads, content, and SEO**.
- Automated **lead capture, follow-ups, WhatsApp replies, and reporting**.

### LANGUAGE

• ENGLISH

• TAMIL

• TELUGU