



OBJECTIVE

Passionate about building digital presence through data-driven strategies. Seeking a role that allows me to optimize campaigns, manage multi-channel performance, and contribute to long-term brand success.

EDUCATION

Dr. Mahalingam College of Engineering and Technology

B.E EEE 2017 – 2021

Infant Jesus Matriculation High.Sec school

HSC

SKILLS

- Strong Teamwork and Collaboration
- Strategic Thinker with a Data-Driven Approach
- Problem-Solving Abilities
- Clear and Effective Communication

Technical Skills

- Google Ads
- Meta Ads
- Google Analytics
- GMB Optimization
- SEO audit tools (Ahrefs, SEMrush, Search Console)
- SMM Tools (Buffer, Hoostsuite)
- Wordpress
- Advanced MS Excel

CERTIFICATIONS

- Digital Marketing
- Google My Business
- Prompting essentials
- Google Analytics 4

PROFESSIONAL EXPERIENCE

Promanage.biz

Senior Digital Customer Support Executive | June 2024 - Present

- Led keyword research initiatives to optimize both organic and paid digital marketing campaigns for a diverse range of enterprise clients.
- Planned, executed, and optimized advertising campaigns on Google Ads regularly reviewing campaign performance to maximize results.
- Managed and optimized Google My Business (GMB) profiles for multiple enterprise clients, ensuring accuracy and consistent across all business locations.
- Identified and resolved issues such as suspensions, duplicates, and disabled GMB listings, maintaining strict compliance with platform guidelines.
- Created and maintained bulk listings using internal tools, improving efficiency.
- Conducted detailed audits of business data and campaign outcomes to drive improvements in local SEO and overall visibility.

Vendasta Technologies (India) Pvt Ltd

Reputation Specialist | Jan 2023 - June 2024

- Fulfilling the reputation services to the SMBs by responding to the reviews, sending emails to the customers, handling the reputation products of the company and communicating with the partners to resolve their queries.

Listing Specialist

- Deliver Listings fulfillment services within given partners to help SMBs reach their digital marketing goals.
- Communicate with the Google team to verify and fulfill the Google My Business for the SMBs.
- Working on GMBs to fulfill the SMB's digital marketing goals.

PORTIFOLIO HIGHLIGHTS

- Local Business Growth : Increased GMB profile visibility by 40%.
- Social Media Strategy: Created content, scheduled posts, developed social calendars and automation workflows improving engagement rate by 35%.
- Ad Campaign Management: Keyword research and managed Google Ads campaigns with 15% CTR improvement.

ACHIEVEMENTS

- Optimized 500+ business listings resulting in enhanced online visibility.
- Increased local search ranking for multiple clients through consistent GMB optimization.
- Maintained high client satisfaction by ensuring 100% listing accuracy.