

VIGENSH MURUGAVEL

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SUMMARY

Digital Marketing Executive with 1 year of experience in SEO and Google Ads. Skilled in managing on-page, off-page, and technical SEO, driving organic growth for SaaS products. Experienced with Google Ads, Meta Ads, Google Analytics, Ahrefs, SEMrush, and GSC. Looking to contribute to SaaS-based companies to scale organic visibility and paid performance campaigns.

WORK EXPERIENCE

Digital Marketing Executive

SANeForce(SAN Media Pvt Ltd)

Sep 2024 - Present

Nandanam, Chennai

- Executed on-page, off-page, and technical SEO strategies, improving SaaS product visibility and generating 30+ monthly organic B2B leads,
- Improved website Domain Authority (DA) from 02 to 10+ by building high quality backlinks through paid guest posts, free submissions, and LinkedIn link exchanges.
- Create Google Ads campaigns in India, Africa countries, and Northeast Asian countries, driving qualified SaaS product leads with 20% lower CPC.
- Managed social media marketing across LinkedIn, Meta, and YouTube, increasing followers by 25% and engagement by 40%.
- Utilized Google Analytics, Google Search Console, SEMrush, Ahrefs, and Screaming Frog for performance tracking, SEO audits, and campaign optimization.
- Collaborated with content, design, and product teams to align digital campaigns with SaaS business goals and improve marketing ROI.
- Optimized landing pages and ad creatives to improve lead quality and conversion rates.

Search Engine Optimization Intern

BLeap

May 2024 - Jun 2024

Teynampet, Chennai

- Conducted guest post site collection and outreach to build high-quality backlinks and improve domain authority.
- Performed comprehensive site audits using SEO tools to identify technical issues and recommend actionable solutions for better search performance.
- Executed keyword research leveraging tools like Google Keyword Planner and SEMrush to enhance content optimization strategies.
- Collected and curated Quora Q&A opportunities to drive targeted traffic and strengthen brand visibility.

EDUCATION

Bachelor of Science in Physics

Shanmuga Industries Arts and Science College

2018 - 2021

Tiruvannamalai

SKILLS

- AI-Driven SEO & Optimization,
- On-page, Off-page & Technical SEO,
- Keyword Research & Competitor Analysis,
- Link Building & Backlink Audits,
- AIO, AEO & GEO,
- Social Media Management,
- Google Ads (Search, Display, Performance Max),
- Conversion Rate Optimization,
- Organic Growth,
- Content Planning & Calendar Management,
- Lead Generation,
- A/B Testing,

CERTIFICATION

Digital Marketing Certification Course
Greens technology

Mar 2024 - Jun 2024
Tambaram, Chennai

TOOLS

- Google Search Console
- Google Analytics 4
- SEMrush
- Ahrefs
- Screaming Frog
- Moz
- Page Speed Insights
- Google Ads
- Meta Ads Manager
- LinkedIn Campaign Manager
- Google Keyword Planner
- Google Tag Manager
- Canva
- ChatGPT
- Mailchimp
- Meta Business Suite
- Hootsuite
- Buffer

PROJECTS

- SEO: Optimized SaaS product pages (on-page, off-page, and technical SEO), resulting in 40+ organic leads per month and higher keyword rankings (moved from page 3 to page 1).
- Paid Ads: Managed international Google Ads campaigns (South Africa, Northeast Asia, India), generating qualified leads.
- Meta Ads: Launched SaaS-focused campaigns, achieving 100+ demo requests and improved ad engagement.
- Social Media: Increased LinkedIn & Meta followers by 25% in 6 months and boosted post engagement by 40% with SaaS-targeted content strategy.