

T.venil vendhan
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PROFESSIONAL SUMMARY

Strategic and performance-driven Digital Marketing Specialist with a Decade years of experience in scaling businesses through multi-channel campaigns, lead generation, content creation, SEO, and paid media. Successfully managed digital campaigns for 500+ clients across India, Australia, Uk and the USA, with proven ROI in real estate, retail, and B2B sectors. Adept at turning underperforming digital footprints into high-converting marketing machines.

Curriculum Vitae

Educational Qualification

Qualification	Institution	Year of Passing
M.Tech	Anna university	2021
B.E	Anna university	2019
12 th (Matriculation)	Maria Matriculation Board	2015

Case Studies

❖ Social Media Growth & Engagement for a Architect client

Client: Simran Boparai (India's top tier architect)

Commercials: Amount spend – 4Lacs/per month
Revenue generated – 200crs

Challenge: The client had NO social media engagement and struggled with growing her business with socials.

Solution: Developed a content strategy with engaging content in her socials. Posts, infographics, and case studies Partnered with niched pages to boost credibility and reach.Ran Meta Ads to drive B2B engagement and lead generation.

Results:

- ❖ 400 % increase in followers within 6 months.
- ❖ 10X boost in social media engagement rate.
- ❖ 600+ high-quality leads generated from Meta campaigns.

Links: <https://www.instagram.com/simrn.boparai/>

❖ Real Estate Business Leads Increased by 5X Using Google Ads

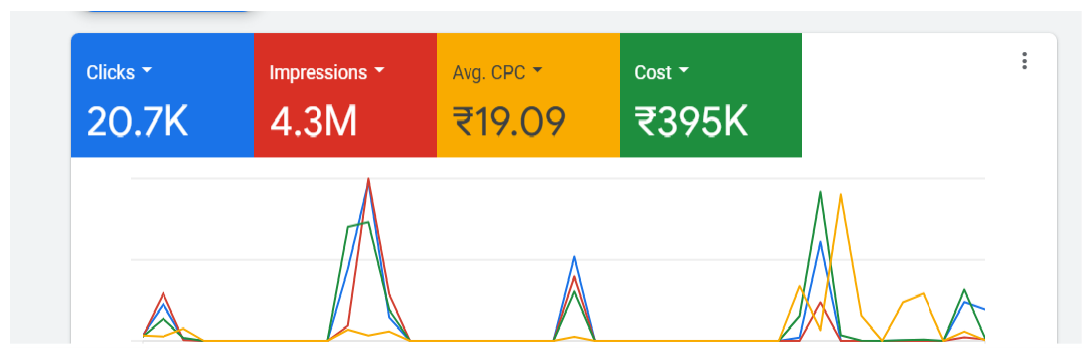
Client: Krithika Builder

Commercials: Amount spend – 3.9 Lacs total
Revenue generated – 16crs

Challenge: The client had **9 UNITS TO SELL WORTH 16CRS** minimal online presence and relied mostly on Traditional marketing & brokerage referrals.

Solution: Created a Landing page with Conversion pointers
Launched a Google Ads campaign targeting high-intent local searches.

Results: 5X increase in qualified leads within 30 days.



❖ **Building Digital Presence from scratch &
Generating conversions for B2B business**

Client: Infra Engineers India (TATA HITACHI)

Commercials: Amount spend – 30k/per month
Revenue generated – 60lakh

Challenge: The client had no online presence & no targeting data to sell or reach out potential customers

Solution: Build their socials to see who engages and retarget for conversions, use web portals like India Mart and use open targeting on the places according to the client.

Links: https://www.instagram.com/infraengineersindia_pvtltd/

❖ **SEO and Organic Lead Generation
For Ed Tech company**

Client: Shankar IAS academy

Commercials: Spended No Money
Revenue generated 1cr a month

Challenge: The client had no online presence & no targeting data and huge local competition to rank.

Solution: Do a Proper keyword Research and Start Ranking for relevant keywords and conquer

Links: <https://shorturl.at/UTrXC>

CORE COMPETENCIES:

- ❖ Performance Marketing (Google Ads, Meta Ads)
- ❖ Social Media Management & GrowthVideo editing
- ❖ Content Creation & Video Editing
- ❖ SEO & Lead Generation Strategies
- ❖ Landing Page Optimization & Web Development
- ❖ Marketing Automation & Analytics

Technical skills:

- ❖ Tools: Google Ads, Meta Business Manager, Canva, Premiere Pro, After Effects, Photoshop, IndiaMart, PathSocial
- ❖ Platforms: Instagram, Facebook, YouTube, LinkedIn, WordPress

Work Experience:

statechergy (digital marketing agency) – social manager (2020-2021)

- ❖ Naturals training academy
- ❖ One plus service centre.
- ❖ Get Fix
- ❖ Giri Stores
- ❖ Monster nutrition

ITxtensial (digital marketing agency) – digital marketing manager (2021- 2022)

- 1.simran .boporai (NO.1 ARCHITECT IN INDIA)
2. phonebuzz (AUSTRALIA)
3. Mobilehut Jimboomba (AUSTRALIA)
- 4.Hrpratksha solutions.
- 5.MBM LOGISTICS (USA)

IEPL (Tata hitachi) – digital Marketing head (2022-2025)

RNTL – DIGITAL MARKETING CONSULTANT (2025)

Novara Consultancy – Performance Marketing consultant (2025)

TrainR – Performance Marketing consultant (2025)

Personal Profile :

Date of Birth 4 th may 1998

Place of Birth Chennai

Nationality Indian

Languages Known English and Tamil

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I hereby acknowledge that the above details are true to the best of my knowledge.

Place: Chennai.

Date : 09-02-2025

(T.venil vendhan).

