

VARALU POOLA

DIGITAL MARKETING ANALYST

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SUMMARY

I specialize in performance marketing, especially Meta Ads and lead generation optimization. I've also completed a strong SEO project improving rankings and organic traffic. I want to combine both skills to drive better results and long-term growth for brands.

PROFESSIONAL EXPERIENCE

Digital Marketing Analyst, AIML LABS

Jan 2023 - Present

- Managed Facebook & Instagram lead-generation campaigns for real estate and edtech clients, improving lead quality and reducing CPL by up to 40%.
- Created and tested high-performing creatives with audience segmentation, lookalike targeting, UTM tracking, and CRM integration for smooth lead flow.
- Analyzed campaign KPIs weekly, optimized budgets, and performed A/B testing to maximize conversions and overall ROI.
- Conducted SEO audits, keyword research, and competitive analysis while improving organic traffic by 75% and boosting 200+ keyword rankings.
- Built domain authority through 40+ high-quality backlinks and optimized 150+ pages with better meta tags, internal linking, and technical fixes.
- Created performance dashboards and monthly reports using Google Analytics, Data Studio, and Excel to deliver actionable insights.

PROJECTS

Project 1: Lead Generation Campaign for Edtech Company

Description: Planned and executed performance-driven lead generation campaigns across Meta Ads and Google Search Ads to acquire students for competitive exam training. Optimized ad copies, creatives, keywords, and landing pages to reduce CPL by 40% and improve lead quality. Implemented UTM tracking, CRM integration, and weekly KPI-based adjustments to scale results efficiently.

- Planned and executed full-funnel lead generation campaigns using both Meta and Google to target students preparing for competitive exams.
- Developed high-performing creatives and optimized ad copies, targeting, keywords, and landing experiences to reduce CPL by 40%.
- Implemented UTM tracking and CRM integration to streamline lead flow, automate follow-ups, and measure lead quality.
- Performed weekly analysis of CPL, CTR, CVR, and keyword/ad performance, making strategic budget and optimization decisions.
- Scaled winning campaigns by refining audiences, improving engagement with regional creatives, and applying A/B testing insights.

Project 2: Real Estate Customer Acquisition Campaign

Description: Developed and managed performance-driven lead generation campaigns for a real estate client to attract high-intent buyers for premium villa plots and apartments. Focused on precise audience segmentation, optimized targeting, and cost-efficient lead generation to improve lead quality and reduce CPL.

- Built custom and lookalike audiences using past lead data to improve targeting accuracy and reach qualified buyers.
- Created tailored ad creatives showcasing project features, amenities, location benefits, and investment value.
- Monitored daily performance and optimized CPL through continuous bid strategy adjustments, creative testing, and placement optimization.
- Coordinated with the sales team to ensure lead quality aligned with campaign goals and to refine targeting based on feedback.
- Prepared and presented weekly performance reports with insights and actionable recommendations to stakeholders.

Project 3: SEO & Organic Growth Strategy

Description: Developed and managed performance-driven lead generation campaigns for a real estate client to attract high-intent buyers for premium villa plots and apartments. Focused on precise audience segmentation, optimized targeting, and cost-efficient lead generation to improve lead quality and reduce CPL.

- Conducted a full SEO audit, keyword research, and competitor analysis to identify high-intent growth opportunities.
- Optimized 150+ website pages by improving meta tags, content quality, internal linking, schema markup, and page speed.
- Built a strong backlink profile with 40+ quality links, removed toxic links, and improved domain authority from 28 → 45.
- Increased organic traffic by 75% and improved rankings for 200+ keywords through technical fixes, on-page optimization, and content improvements.
- Monitored site performance using GA, GSC, and dashboards, resolving crawl errors, indexing issues, and mobile usability problems.

SKILLS

• Meta Ads	• Performance Marketing	• SEO	• Bid Optimization
• Google Ads	• Lead Generation	• Audience Targeting	• A/B Testing
• SEO Audits	• On-page	• Google Analytics	• Landing Page Optimization
• Keywords Research	• Backlink Strategy	• ROI Optimization	• UTM Tracking

EDUCATION

Bachelor of Engineering in Electronics & Communication
JNTU, Ananthapur

DECLARATION

I hereby declared that the above information is true to my knowledge and belief.

-VARALU POOLA