

VIGNESHWARAN J Y

Digital Marketing Specialist | Paid Ads | Social Media | Analytics
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PROFILE SUMMARY

Performance-driven Digital Marketer with **1.9 years of hands-on experience** in Meta Ads, Google Ads, Social Media Marketing, and Analytics. Skilled in planning and executing multi-platform paid ad campaigns that increase traffic, engagement, and conversions. Strong background in optimizing campaigns for ROI, managing social media pages, coordinating with design teams, and implementing data-driven marketing strategies. Experienced in handling D2C/local business clients under Optizent Technology, delivering measurable revenue growth and brand visibility.

CORE SKILLS

Meta Ads, Google Ads, LinkedIn Ads, Social Media Management, Audience Targeting & Retargeting, Campaign Optimization, Google Analytics, Meta Business Suite, Canva, Email Marketing & WhatsApp Automation.

PROFESSIONAL EXPERIENCE

Optizent Technology — Digital Marketing Specialist / Team Lead (2025 – Present)

- Planned, created, and optimized Meta & Google Ads campaigns for service-based clients.
- Developed full-funnel strategies to boost traffic, leads, and conversions.
- Achieved exceptional ROI delivering █45,000+ revenue from █700 ad spend.
- Managed content strategy and social media growth across platforms.
- Coordinated with content and design teams to maintain brand consistency.
- Executed A/B tests and implemented audience segmentation and retargeting.
- Monitored campaign performance and optimized for better ROAS.

Accenture Solutions Pvt Ltd — Process Associate (Digital Marketing) (2023 – 2025)

- Managed digital ad operations for Paramount+ and Amazon.
- Executed campaign setups, delivery monitoring, and performance reporting.
- Collaborated with cross-functional teams to improve campaign accuracy and results.

KEY PROJECTS

Local & D2C Business Campaigns

- Executed Meta & Google campaigns for AC services, personal brands, and retail businesses.

TAE Gears — SEO & Marketing Analyst

- Performed SEO audit, keyword research, and competitor analysis to improve search rankings.

EDUCATION

MBA (Finance & Marketing) — PSNA Engineering College
B.Com — Sourashtra College

CERTIFICATIONS

Google Ads Display | Google Analytics | HubSpot Digital Marketing | Master Digital Marketing – FITA Academy

AVAILABILITY

Immediate Joiner

TOOLS

Semrush, Ahrefs, Screaming Frog, Ubersuggest, MozBar, GA, GSC, WordPress, Google Ads, Meta Ads Manager, HubSpot, Zapier, Canva.