



G.VIVEKKUMAR

Digital Marketing Specialist | YouTube Creator (Digital GVK)

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### **Career Objective:**

Results-Driven Digital Marketing Specialist with 3 years of experience in SEO, PPC (Google Ads), and YouTube Content Strategy. Skilled in improving online visibility, optimizing ROI through targeted marketing campaigns.

### **Profile Summary:**

- 3+ years of experience in Digital Marketing, specializing in SEO, Google Ads, PPC Campaign Management, and YouTube Content Strategy.
- Expertise in On-Page SEO, Off-Page SEO, Keyword Research, Link Building, and Technical SEO to improve organic traffic and SERP rankings.
- Skilled in YouTube Channel Optimization, Audience Retention, Video SEO, and Content Creation to drive subscriber growth and engagement.
- Proficient in managing Google Ads Campaigns across Search, Display, Video, Remarketing, and Shopping Ads, ensuring high CTR and Conversion Rates.
- Proven success in YouTube content growth, organically increasing subscriber base and watch time through data-driven insights.

### **Skills:**

- SEO (On-page, Off-page, Technical)
- Google Ads
- Youtube Channel Optimization & Content Strategy
- Google Analytics, Google Search Console

### **Educational Qualification:**

Bachelor of Engineering (B.E.) Computer Science Engineering  
Pannai College of Engineering & Technology, affiliated with Anna University

### **Work Experience:**

#### **Reliance Digital**

**Designation:** Sales and Marketing

**Duration:** Jun-2015 to Feb-2020

- Promoted and sold Kindle eBook Readers by identifying customer needs and delivering effective product demonstrations.
- Planned and executed offline marketing campaigns such as banners, flyers, and newspaper ads to reach local audiences.
- Built strong relationships with clients, leading to increased customer retention and repeat

business.

### **Team Academy**

Designation: SEO Analyst

Duration: April-2020 to Dec-2021

- Conducted keyword research using tools such as Google Keyword Planner and Ahrefs to identify high-traffic opportunities.
- Implemented comprehensive On-page and Off-page SEO strategies to boost organic visibility and search rankings.
- Optimized SEO-friendly website content and meta tags to enhance keyword relevance and CTR
- Monitored Google Search Console and Google Analytics to track performance and identify growth opportunities.
- Achieved measurable improvement in organic search traffic and keyword rankings through continuous optimization.

### **First Source Engineering Inc Madurai, India**

Designation: Digital Marketing

Duration: Feb-2022 to Aug-2024

#### **Roles & Responsibilities:**

- Led a team of digital marketers to plan and execute integrated campaigns across SEO, PPC, Social Media Content Creation.
- Managed and optimized Google Ads campaigns to improve ROI.
- Executed complete on-page and off-page SEO strategies, increasing organic traffic and search visibility.
- Developed and managed the company's YouTube channel, improving engagement and reach.
- Led and mentored a team of digital marketers to plan and execute high-impact SEO, PPC and Social Media.

### **Advento Technology**

Designation: Technical Support

#### **Roles & Responsibilities:**

- Provided technical assistance to customers via phone, email, chat, or in-person to troubleshoot software issues.
- Offered real-time solutions by guiding users through screen sharing to identify and resolve problems efficiently.
- Delivered excellent customer support, ensuring high user satisfaction and issue resolution.

#### **Declaration:**

I hereby declare that the information provided above is true and accurate to the best of my knowledge. I am committed to leveraging my digital marketing expertise to deliver measurable results and contribute to the growth of your organization.

**(G.VIVEKKUMAR)**