SIVANESAN S

Digital Marketer & Front-End Developer

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SUMMARY

Result-driven Digital Marketer with 4.5+ years of experience in SEO, SEM, performance marketing, and analytics across India, US, and UK markets. Proven success in improving organic traffic, optimizing paid campaigns, and enhancing website UX using GA4, GTM, Clarity, and A/B testing. Skilled in building responsive web pages using HTML, CSS, Bootstrap, and JavaScript. Strong in cross-functional coordination, lead generation, and data-driven decision-making. Seeking a challenging opportunity in a top MNC to drive measurable growth.

WORK EXPERIENCE

Digital Marketing & Frontend Developer   Mar 2024 – Nov 2025
MediSimVR

- Implemented effective SEO strategies to generate leads from the US, UK, and India, resulting in a 60% increase in organic website traffic.
- Conducted competitor analysis using Ubersuggest and developed strategies to outperform competitors' rankings.
- Worked closely with the podcast production team to enhance brand visibility and engagement.
- Utilized Google Analytics and Google Tag Manager to track and measure website performance and user interactions.
- Tested website performance and user experience using Microsoft Clarity and implemented insights to improve usability.
- Executed social media and email marketing campaigns for events, driving engagement and converting audiences into event registrations.
- Implemented SEM campaigns targeting the Indian market, improving visibility and conversions.
- Built and managed an institutional database using Apollo.io for targeted outreach and lead nurturing.
- Developed and maintained websites:
    - thnkbynd.com – Frontend development using HTML, CSS, Bootstrap, and JavaScript.
    - medisimvr.com/vr-in-healthcare – Created a dedicated webpage using HTML, CSS, Bootstrap, and JavaScript.

Digital Marketing Executive   June 2023 – March 2024
Digiblaz

- Performed keyword research and competitive analysis using SEMrush, improving overall SEO performance.
- Produced monthly SEO performance reports using GA and Analytics dashboards.
- Executed and optimized paid & organic social media campaigns for higher engagement and ROI.
- Analyzed website performance and implemented data-backed improvements in content strategy.

- Collaborated with influencers and content creators, resulting in improved brand visibility.
- Contributed ideas in strategy meetings for upcoming marketing initiatives.

Digital Marketing Executive   June 2022 – May 2023
The Avenues

- Set up and managed the company's Discord community, increasing user engagement and retention.
- Monitored website traffic using GA and Search Console; provided recommendations for SEO growth.
- Planned and launched Facebook Ads & Google Ads campaigns to enhance brand reach.
- Executed on-page SEO and analytics monitoring to support ranking improvements.

SEO Analyst   Oct 2021 – Apr 2022
Guardianlink

- Implemented XML sitemaps, robots.txt, and 301 redirects to improve site crawlability.
- Built high-quality backlinks from top DA sites, increasing page rankings.
- Performed keyword discovery, optimization, and content improvement for target pages.
- Supported major NFT campaigns including Amitabh Bachchan NFTs and Chakras NFT launch, boosting visibility.

EDUCATION

Bachelor of Engineering in Electronics & Communication Engineering   2016 – 2020
Sri Ramakrishna Institute of Technology, Coimbatore
CGPA: 6.5

Higher Secondary Education   2016
Sri Lathangi Vidhya Mandir Matric Higher Secondary School, Pollachi
Percentage: 82.33%

SKILLS

Digital Marketing Skills: SEO, SEM (Google Ads), Paid Acquisition, Social Media Marketing, Lead Generation, Retargeting, Keyword Research, A/B Testing, Landing Page Optimization, Email Marketing, Campaign Optimization, Data Analytics, Market Research

Technical Skills: HTML, CSS, Bootstrap, JavaScript

Tools: SEMrush, Ahrefs, Canva, Mergo, Apollo.io, ChatGPT, Google AI Studio, Discord, WordPress

Analytics & Platforms: Google Analytics (GA4), Google Tag Manager, Search Console, Microsoft Clarity

LANGUAGES

English, Tamil, Malayalam