

A.DEVASELVAN

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SUMMARY

Results-driven **Digital Marketing Specialist & WordPress Developer** with 4+ years of experience generating 100+ qualified leads per month through high-converting landing pages, Google Ads, and Meta Ads campaigns. Proven ability to improve website performance, increase conversion rates, and drive measurable business growth for clients across real estate and local service industries.

WORK EXPERIENCE

Digital Nexa Wave - Founder & **Digital Marketing Specialist** JAN 2022 - Present

- Running own digital marketing agency serving local & business clients.
- Successfully handled multiple clients across industries including real estate and local businesses.
- Designed and developed 40+ responsive WordPress websites using Elementor, improving user experience and conversion rates.
- Planned and executed **Google Ads** & Meta Ads campaigns, generating consistent inbound leads for clients.
- Achieved 100+ qualified leads per month through optimized paid campaigns and landing pages.
- Improved search engine rankings for multiple client websites using on-page SEO techniques.
- Increased website conversion rate by optimizing landing pages, CTAs, and page speed.
- Managed end-to-end digital marketing activities including website, ads, and SEO.
- Collaborated directly with clients to understand business goals and deliver result-oriented solutions.

PROJECTS EXPERIENCE

Real Estate Lead Generation Campaign

- Built a high-converting WordPress landing page
- Executed **Meta Ads** campaign targeting local audience
- Generated 120+ qualified leads in 30 days
- Achieved low cost per lead with optimized ad creatives

Local Business Website + SEO

- Developed SEO-friendly WordPress website
- Implemented keyword optimization and content structure
- Improved visibility on Google search results
- Increased organic traffic within short duration

Website + Google Ads Campaign

- Designed conversion-focused business website
- Setup and optimized Google Ads campaigns
- Increased inbound customer inquiries and conversions

WORK EXPERIENCE

First Prudential Markets - 4 Years Website Developer (Full-time)

DEC 2021 - Present

- Developed and maintained responsive websites using HTML, CSS, JavaScript, Tailwind CSS, and Bootstrap .
- Identified and fixed UI/UX bugs across multiple web pages, improving overall performance and user experience .
- Resolved critical issues in landing pages, resulting in better lead capture and conversion rates .
- Created and customized Salesforce templates based on business requirements .
- Handled complete website maintenance including updates, bug fixes, and performance improvements .
- Collaborated with internal teams to ensure smooth functionality and consistent website performance .

PROJECT EXPERIENCE

Landing Page Optimization & Bug Fixing

- Fixed multiple UI and functional issues in landing pages
- Improved page responsiveness and loading performance
- Enhanced user experience, leading to better engagement

Salesforce Template Development

- Designed and developed custom Salesforce templates
- Ensured alignment with business needs and branding
- Improved workflow efficiency for internal operations

KEY SKILLS

- WordPress Development (Elementor, Themes, Plugins)
- SEO (On-page & Technical Basics)
- Google Ads & Meta Ads Campaign Management
- Landing Page Design & Optimization
- Conversion Rate Optimization (CRO)
- Website Performance Optimization
- HTML, CSS, JavaScript
- Tailwind CSS, Bootstrap
- Google Analytics (GA4) & Search Console
- Google Tag Manager
- Meta Ads Manager

TOOLS

- WordPress, Elementor
- Google Ads, Meta Ads Manager
- Google Analytics (GA4), Search Console
- SEMrush, Hootsuite
- Canva
- HTML, CSS, JavaScript
- Tailwind CSS, Bootstrap
- Google Tag Manager
- Buffer
- Open Ai
- Claude Code

LANGUAGE

- English (Working Proficiency)
 - Tamil (Fluent)
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EDUCATION

EEE - Electrical Electronics Engineering

June 2015 - March 2019

Anna University

- Final CGPA: 6.9