

JEGADHESAN S

DIGITAL MARKETING EXECUTIVE | SEO SPECIALIST | PPC ANALYST

CONTACT

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SKILLS

- Search Engine Optimization
- Google Ads / Pay-Per-Click
- Social Media Marketing
- Lead Generation
- Content Optimization
- Conversion Optimization
- Email Marketing
- Keyword Research
- HTML
- CSS
- Conversion Rate Optimization
- Campaign Performance Tracking

TOOLS

- Google Analytics (GA4)
- Google Search Console
- Google Tag Manager
- Meta Ads Manager
- Microsoft Clarity
- Mailchimp
- Uber suggest
- Power BI
- SQL
- Python

EDUCATION

Master of Computer Applications

Madurai Kamaraj University

CGPA: 7.2 2022 - 2024

Bachelor of Computer Applications

VHNSNC College

CGPA: 7.1 2019 - 2022



PROFESSIONAL SUMMARY

Results-driven Digital Marketing Executive with 1+ year of experience in SEO, Google Ads (PPC), WordPress website optimization, and social media marketing. Skilled in improving search rankings, generating qualified leads, and optimizing digital campaigns using data-driven strategies. Experienced in tools such as Google Analytics, Google Search Console, SEMrush, Ahrefs, and Microsoft Clarity to track performance and deliver measurable marketing growth.



PROFESSIONAL EXPERIENCE

Digital Marketing Executive

FEB 2025 - PRESENT

Tri- Spark Digital Solutions - Chennai

- Executed SEO strategies including keyword research, on-page optimization, and technical SEO to improve website rankings and organic traffic.
- Managed and optimized Google Ads (PPC) campaigns to increase lead generation and conversions.
- Handled social media marketing across Facebook, Instagram, and LinkedIn to improve brand engagement and reach.
- Generated qualified leads through digital campaigns and optimized landing pages.
- Managed and maintained WordPress websites, including SEO optimization and performance improvements.
- Monitored website performance using Google Analytics, Google Search Console, and Microsoft Clarity.
- Conducted competitor analysis and SEO audits using SEMrush and Ahrefs to identify growth opportunities.

Digital Analyst Intern

June 2024 - Jan 2025

Ramaussys Technologies Pvt Ltd

- Developed and maintained responsive WordPress websites, customizing themes and integrating plugins.
- Implemented SEO strategies including on-page, off-page, technical, and local SEO.
- Managed Google Ads and Facebook Ads campaigns to drive targeted traffic.
- Integrated analytics tools including Google Analytics, Tag Manager, and Microsoft Clarity.
- Conducted SEO audits using SEMrush and Ahrefs to improve website rankings.
- Created Power BI dashboards and reports for marketing performance analysis.
- Performed A/B testing to improve website conversion rates.