

SUDHAKAR LAKSHMANAN

[Digital Marketing Enthusiast]

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Chennai-600042

SUMMARY

“Passionate aspiring sales professional with strong skills in digital marketing, lead generation, and market research. Eager to create impactful online campaigns and data-driven sales strategies to support small business growth. Focused on delivering results and growing quickly in a dynamic inside sales role.”

EXPERIENCE

Digital Marketing Executive

Dr. Aravind IVF 06/2025 – Present Chennai

- Optimized Meta (Facebook & Instagram) display ad campaigns focused on IVF lead generation, improving cost efficiency and reach.
- Generated **1,691 qualified leads** across key regions in South Tamil Nadu through targeted ad strategy and continuous performance tuning.
- Collaborated with sales and CRM teams for seamless lead tracking, follow-ups, and performance reporting to enhance conversion rates.

Digital Marketing Executive

Asset Tree Homes 05/2023- 04/2025 Chennai

- Delivered insight-driven market research by analyzing emerging trends, directly influencing strategy across 10+ key marketing projects and improving decision-making accuracy.
- Designed and optimized targeted email marketing campaigns for a 2,000+ audience, driving a 25% surge in engagement, higher click-through rates, and stronger customer retention.
- Spearheaded high-performing content and social media initiatives, achieving 30% follower growth in 6 months, while contributing to CRM enhancements that increased lead generation by 10%.

Full Stack Developer

GoWebEz 02/2022- 04/2023 Chennai

- Set up a device for water management, which indicates the temperature in hotels.

Software Intern

Kvaliteta 08/2016- 02/2018 Trivandrum

- Gsoko.com is a 24/7 online marketplace for services in Kenya.

EDUCATION

📖 Agni College - Bachelor of Information Technology 08/2011 – 04/2015 Chennai

ACHIVEMENTS

- ★ Generated high-quality leads for both **IVF Healthcare and Real Estate**, delivering **1,000–1,500+ leads/month** through **optimized Meta & Google Ads**.
- ★ Achieved **25–40% lower CPL** across campaigns by implementing **advanced A/B testing, audience segmentation, and ad automation**.
- ★ **Strengthened brand** presence by growing social engagement by 30–45%, supported by strong content and creative strategy.
- ★ Improved **CRM-driven follow-up efficiency** by 20–30%, resulting in higher conversions for both patient inquiries and property bookings.
- ★ Delivered **data-driven campaign insights** that shaped 10+ key marketing decisions across healthcare and real estate projects.
- ★ Leading a team of 2 and have **good leadership**.

STRONG SKILLS

CORE SKILLS

Digital Marketing | **SEO | SEM | SMM** | Content Marketing | Email Marketing

ADVERTISING & ANALYTICS

Google Ads | Meta Ads | Google Analytics | Keyword Research | A/B Testing

CONTENT & DESIGN

Creative Copywriting | Social Media Strategy | Canva | Adobe Premier pro

TOOLS & SYSTEMS

CRM Tools | Campaign Management | Marketing Automation

PASSION

Strategic Digital Campaigns – Passionate about creating impactful digital campaigns that connect with audiences, strengthen brand presence, and drive meaningful engagement across platforms.

LANGUAGES

- Tamil — Native
- English — Full Professional Proficiency