

# MANOJ KUMAR G

## DIGITAL MARKETING EXECUTIVE

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### SUMMARY

Performance-driven Digital Marketer with hands-on experience in Meta Ads, Google Ads, and SEO, achieving 18–25% CPL reduction and 30–40% organic traffic growth. Skilled in ROI-focused campaign optimization, keyword strategy, and data-driven decision making using Google Analytics and Search Console. Experienced in A/B testing creatives, audiences and landing pages to optimize conversion rates through continuous experimentation.

### EXPERIENCE

#### DIGITAL MARKETING INTERN

##### Herukas Tech Pvt. Ltd

May 2025–Jan 2026

Chennai, Tamil Nadu

- Managed and optimized Meta Ads and Google Ads campaigns, achieving a 2.5–4% average CTR through continuous A/B testing of creatives, audience targeting, and ad copy.
- Reduced Cost Per Lead (CPL) by 18–25% by refining targeting strategies, improving ad relevance, and optimizing bidding techniques.
- Generated qualified leads through structured performance marketing funnels by optimizing landing page experience and call-to-action strategy, improving overall conversion rates.
- Conducted in-depth keyword research and implemented on-page, off-page, and technical SEO strategies, achieving Top 10 Google rankings and driving 30–40% growth in organic traffic within 3–4 months.
- Designed and developed SEO-friendly client websites using HTML and CSS, improving page speed, mobile responsiveness, and overall user engagement metrics.
- Monitored and analyzed campaign and website performance using Google Analytics and Google Search Console, identifying insights that reduced bounce rate and improved traffic quality.

#### BUSINESS ANALYST INTERN

##### Nohitatu Technologies Pvt. Ltd

Jan 2025–Apr 2025

Chennai, Tamil Nadu

- Collaborated with stakeholders to gather, analyze, and document business, functional, and non-functional requirements.
- Acted as a bridge between business and technical teams, improving communication efficiency by 15%.
- Improved project delivery efficiency to 90% through workflow optimization and coordination.

#### Human Resources Recruitment Executive

##### CADD Centre Training Services Pvt. Ltd

Jul 2024–Aug 2024

Chennai, Tamil Nadu

- Managed end-to-end recruitment lifecycle for multiple CADD Centre brands, including sourcing, screening, negotiation.

### EDUCATION

#### MBA and PGDM - Business Analytics & Marketing

Alagappa University - 76%

07/2023 - 05/2025

#### B.E. in Electronics and Communication Engineering

Rajalakshmi Engineering College - CGPA 8.59

08/2018 - 05/2022

### PROJECTS

#### Fame11 Beauty Salon

- Designed and developed a fully responsive salon website using HTML & CSS, implementing on-page and technical SEO strategies.
- Achieved Top 10 Google rankings for multiple target keywords, resulting in 30–40% growth in organic traffic.
- Monitored performance using Google Analytics and Search Console to optimize visibility and indexing.

**Tools Used:** HTML, CSS, Google Analytics.

#### **Meta Ads – Lead Generation Campaign**

- Planned and executed a live Meta lead generation campaign for a local business, handling audience targeting, creatives, and lead forms.
- Generated 5 qualified leads within 2 days at an average cost per lead of ₹75.97 through structured campaign setup and audience optimization.
- Analyzed key metrics, including reach, cost per result, and lead performance, to evaluate campaign effectiveness and optimization insights.

### SKILLS

**Performance Marketing:** Meta Ads, Google Ads

**SEO:** On-page, Off-page, Technical SEO

**Analytics & Tools:** Google Analytics, Search Console, MS Excel, Google Workspace

**Web:** HTML, CSS

### CERTIFICATIONS [View](#)

Google Analytics 4 (GA4) Certification - **Google**

Google Ads Search Certification - **Google**

Google Ads Measurement Certification - **Google**

On-Page SEO and AI search essentials - **Semrush**

Technical SEO and AI search essentials - **Semrush**