

# MANOJ KUMAR G

## DIGITAL MARKETER

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### SUMMARY

Results-driven Digital Marketer skilled in SEO, social media marketing, content creation, and campaign optimization to drive brand growth and online visibility with a strong foundation in analytics and strategy. Adept at leveraging data insights to improve customer engagement, conversion rates, and ROI. Eager to contribute innovative marketing solutions and deliver measurable business impact.

### PROJECTS

#### Digital Marketing Campaign & Client Projects

Executed Meta ad campaigns for Digital Pulse Digital Marketing Agency, generating and converting leads into clients. Managed and optimized Google Business Profiles to enhance local visibility from 20% to 30%, and ran Meta ads for multiple clients to drive brand awareness, engagement, and lead generation.

**Tools Used:** Meta Ads manager, Google Business Profile Manager, Google Analytics, Canva, MS Excel.

### EXPERIENCE

#### 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.
- Conducted gap analysis to identify improvement areas.
- Acted as a bridge between business and technical teams, improving communication efficiency by 15%.
- Facilitated stakeholder meetings and provided clear updates on project progress and timelines.
- Identified inefficiencies in processes, leading to a 25% reduction in project turnaround time.
- Improved project delivery efficiency to 90% through workflow optimization and coordination.
- Created process flows and visual documentation using Figma and Draw.io to support solution design.
- Prepared and managed BRDs, FSDs, change logs, and ensured full traceability of requirements.
- Supported UAT and system testing, validated solutions, and identified defects for timely resolution.
- Additionally, assisted in analyzing digital marketing campaign performance data to draw business insights.
- Contributed to key internal projects — Dojoman, HRPOPS, and Task Management — to optimize operations.

#### Human Resources Recruitment Executive

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

Jul 2024–Aug 2024 Chennai, Tamil Nadu

- Managed end-to-end recruitment for multiple CADD Centre brands.
- Sourced and screened candidates through job portals like Naukri, Indeed, and LinkedIn and coordinated interview schedules and increased hiring rate by 300%, from 2 hires per month to 8.

### 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

#### HSC - 91%

#### SSLC - 98%

Montfort Matric Hr. Sec. School  
06/2015 - 05/2018

### SKILLS

- Technical Skills:** SEO (On Page, Off Page, Technical), Social Media Marketing, Meta Ads, Google Ads, Google Analytics, MS Office Suite, Google Workspace, MS SQL, Power BI.
- Soft Skills:** Communication, Team Collaboration, Problem Solving, Critical Thinking, Decision Making, Creativity.

### CERTIFICATIONS [View](#)

- Google Analytics Certification - **Google**  
Microsoft Excel: Beginner to Advanced - **Udemy**  
Tableau Training for Data Science - **Udemy**  
MySQL for Data Analytics and Business Intelligence - **Udemy**  
Microsoft Power BI Desktop for Business Intelligence - **Udemy**

### ACHIEVEMENTS

**Awards/Activities:** Secured 1st Prize in the Nurture event for presenting the winning business idea, “Nutribowl” focused on nutritious meal delivery.

### ADDITIONAL INFORMATION

- Languages:** Tamil, English, Telugu.  
**Hobbies:** Listening to music, culinary exploration, and strength training.