

MANOJ KUMAR G

DIGITAL MARKETER

manojgk2509@gmail.com | +91 8939564128 | [Linkedin](#) | Chennai, Tamil Nadu

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.