

Candidate Report

Digital Marketing

Marketing

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KAVIARASAN K

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Role: DIGITAL MARKETING SPECIALIST Company: VASCCO Experience: 6 years

Contact Information

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Location

Pondicherry

Professional Information

Current Company

VASCCO

Current Job Title

DIGITAL MARKETING SPECIALIST

Total Experience

6 years

Skills

Meta Ads

Google Ads

Google Analytics 4

E-commerce Marketing

Marketplace Advertising

PLA Ads

SEO

Google Search Console

UTM & Campaign Tracking

WordPress

CRM & Lead Generation

Social Media Marketing

Marketing Analytics

Education

- **BE/ECE**
Anna University
ECE
2014 - 2018

Languages

English

Tamil

Employment History

- **DIGITAL MARKETING SPECIALIST**

VASCCO

1/1/2024 - Present

Planned, executed, and optimized Meta Ads and Google Ads campaigns for lead generation and brand awareness. Managed social media platforms, content calendars, and digital marketing activities. Improved website visibility through SEO and monitored organic performance. Analyzed campaign performance using Google Analytics and prepared performance reports for optimization

- **DIGITAL MARKETING EXECUTIVE**

FITA Academy

1/1/2023 - 1/1/2024

Managed and optimized Meta Ads and Google Ads campaigns for lead generation. Generated business leads through performance marketing campaigns. Managed LinkedIn marketing activities to strengthen brand presence and engagement. Created marketing content for social media promotional activities

- **DIGITAL MARKETING EXECUTIVE**

Platinus Technologies Pvt Ltd

1/1/2022 - 1/1/2023

Maintaining social media (Facebook, LinkedIn, Instagram & Twitter). Generate leads from social media. Doing social media optimization

- **FREELANCER**

OWN START UP

1/1/2020 - 1/1/2022

Digital Marketing (Facebook, Instagram, Google, YouTube). Website design (static and E-commerce) using WordPress. Poster design using Canva. Home Automation using ARDUINO UNO

- **PROFESSOR**

TheivanaiAmmal College for Women

1/1/2019 - 1/1/2020

Taking vocational courses on this topic (IP addressing and google cloud)

- **BUDDING TL**

TechMahindra

1/1/2018 - 1/1/2019

Handling team related to the auditing call, maintaining the talking time and analyzing the team members' mental health

Position Requirements