

Raghul V

Digital Marketing Analyst

Experienced Digital Marketing Analyst with a data-driven approach to deliver successful campaigns, boost brand awareness, and drive lead generation. Proficient in SEO, SEM, and strategies, with a proven record of achieving improved website traffic and impressive ROI. Seeking to leverage expertise and creativity to make a transformative impact.

✉ raghulvetrikannan@gmail.com

☎ 8015645630

📍 chennai

🌐 raghul.site

🌐 linkedin.com/in/raghul-vv

WORK EXPERIENCE

Digital Marketing Analyst Xerago Pvt Ltd

10/2022 - Present

chennai

Handled multiple projects,

Achievements/Tasks

- Drive organic traffic and boost search engine rankings using technical, on-page, and off-page SEO techniques.
- Execute lead generation campaigns on Google Ads and Meta platforms for increased conversions.
- Analyze campaign performance to optimize click-through rates (CTR) and conversions.
- Worked on multiple project pitches and conducted thorough site audits extensively.
- Proficient in utilizing tools like GA, GSC, GTM, Looker Studio, Semrush, Ahrefs, Moz, SimilarWeb, etc., for data-driven insights and strategy execution. Worked on multiple project pitches and conducted thorough site audits extensively.

Digital Marketing Analyst Syntricon Technologies

06/2018 - 03/2020

Achievements/Tasks

- Implemented SEO strategies for client website,
- Increased website traffic & Keyword ranking positions.
- Developed and managed campaigns in Google ads.
- Optimized Social Media Profiles & GMB
- Creating social media posts using Adobe Photoshop, Adobe illustrator and Canva.
- Developing a website using WordPress and implementing SEO tasks for the site.

EDUCATION

Bachelor of Engineering - Civil Sathyabama Institute of Science and Technology, Chennai

2014 - 2018

6.72 CGPA

Higher Secondary School A.C.S Matriculation, hr.sec.school, Arni

2012 - 2014

69%

Secondary School S.S.hr.sec.School, Arni

2012

68%

SKILLS

Search Engine Optimization

Google Analytics

Performance marketing

E-mail Marketing

Social Media Optimization

Content Marketing

Google My Business

Web Development

Inbound Marketing

B2B & B2C Marketing

Traffic Generation

Lead Generation

RECENT PROJECTS

Ujjivan Bank [SEO, Performance Marketing]

Citi Bank - HK, ID, AU [Technical SEO]

CSB Bank - [SEO Onpage & Offpage]

Xerago - [SEO, SMO, SMM, E - mail Marketing]

CERTIFICATIONS

The Fundamentals of Digital Marketing

Google Ads Search Certification

Google Analytics for Beginners

Google My Business

Semrush On-Page and Technical SEO Course

LANGUAGES

English

Professional Working Proficiency

Tamil

Full Professional Proficiency

Telugu

Elementary Proficiency

INTERESTS

Learning New Things

Blogging

Reading

Community Involvement