ARUN RAJ

Performance Marketing & Digital Marketing Specialist

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PROFESSIONAL SUMMARY

Results-driven Performance Marketing & Digital Marketing Specialist with 4.5+ years of experience driving customer acquisition, revenue growth, and ROI across paid media, SEO, and marketing automation. Proven track record of designing and scaling full-funnel lead generation strategies on Meta, Google, Snapchat, and LinkedIn Ads, with deep expertise in conversion rate optimization, CRM and WhatsApp automation, and GA4/GTM-based attribution. Combines data-driven decision-making with strategic budget management to lower acquisition costs, improve lead quality, and deliver scalable, measurable growth.

CORE SKILLS

AI & Marketing Automation: Prompt Engineering • Generative AI for Marketing • AI Ad Video Generation • Zapier Workflow Automation • CRM Automation (HubSpot) • WhatsApp API Automation • Lead Nurturing Workflows • Email Automation

Analytics & Performance Measurement: Google Analytics 4 (GA4) • Google Tag Manager (GTM) • Meta Pixel • Conversion & Event Tracking • UTM Tracking • Looker Studio • Campaign Performance Analysis • SEM

Paid Advertising & Performance Marketing: • Meta Ads • Google Ads • Snapchat Ads • LinkedIn Ads • Media Buying • Retargeting & Remarketing • Conversion Rate Optimization (CRO) • Marketing Funnel Optimization • Campaign Budget Optimization • PPC

SEO & Organic Growth: Technical SEO • On Page SEO • Keyword Research • Competitor Analysis • SEO Auditing • SEO Reporting • Link Building • Google Search Console • Off Page SEO • Page Speed Optimization • Backlink Analysis • Local SEO • Content Optimization

EXPERIENCE

Digital Marketing Specialist

Jan 2025 – Present

Univ Abroad Education - *Chennai, India*

Performance-focused digital marketer specializing in paid advertising, lead generation, funnel optimization, and data-driven campaign management across multiple platforms.

- Led end-to-end performance marketing campaigns, generating 21K+ qualified leads and $290K+ in revenue on $21K+ ad spend
- Managed paid acquisition across Meta, Google, and Snapchat Ads, scaling lead generation while keeping CPL under $1.
- Achieved 13.9x ROAS through budget optimization, A/B testing and campaign performance analysis.
- Built full-funnel lead generation systems with remarketing and nurturing to improve lead quality.
- Optimized ad creatives and landing pages through A/B testing, increasing conversion rate.
- Integrated campaigns with CRM and WhatsApp automation for lead management, follow-up, and nurturing.
- Implemented tracking and reporting with GA4, Google Tag Manager, Meta Pixel, UTM tracking, and Looker Studio dashboards reporting Cost Per Lead (CPL), Click Through Rate (CTR), conversion rate and Return on Ad Spend (ROAS)

Digital Marketing Executive

Jul 2023 – Dec 2024

MicroGO - *Chennai, India*

Performance-focused digital marketer specializing in paid advertising, lead generation, funnel optimization, and data-driven campaign management across multiple platforms.

- Redeveloped the entire website and grew organic traffic by 10x through SEO optimization
- Generate B2B lead generation of 10-30 qualified leads per month through inbound marketing, SEO, and Paid campaigns
- Managed email marketing for 20k+ subscribers using segmentation and A/B testing, achieving a 30% average open rate.
- Increased LinkedIn followers by 200% through content strategy, audience engagement, and performance analysis.
- Optimized Google and LinkedIn Ads via audience targeting, keyword refinement, and bid management to lower CPL and boost qualified leads.
- Improved rankings through SEO audits, competitor and backlink analysis, using GA4, Search Console, Ahrefs, and SEMrush.

Junior Digital Marketing Executive

Apr 2022 – May 2023

Hashtag Media Ads - *Karaikudi, India*

Managed social media marketing, content calendars, and Meta Ads campaigns for multi-industry clients, driving lead generation, brand awareness, and audience engagement.

- Managed social media marketing for clients in real estate, healthcare, education, and retail, including content calendars, post scheduling, content marketing and ad copy.
- Managed Meta Ads campaigns for lead generation, brand awareness, and audience engagement.
- Developed social media content ideas, ad copy, and promotional creatives aligned with client requirements and campaign objectives.
- Optimized Google Ads and LinkedIn Ads through audience targeting and bid management to improve lead quality and reduce CPL.
- Analyzed CTR, CPC, and CPL to prepare campaign performance reports and guide optimization.

EDUCATION QUALIFICATION

Diploma in Digital Marketing — **Dec 2022 - Jun 2023**
Digital Academy 360 - *Chennai, India*

Master of Business Administration, in Marketing — **Jul 2019 - Apr 2021**
Alagappa Institute of Management - *Karaikkudi, India*

Bachelor of Business Administration, in Marketing — **Jul 2017 - Apr 2019**
Arumugam Pillai Seethai Ammal College, *Tiruppatur, India*

SKILLS & TOOLS

- **Analytics & Tracking:** GA4 • Google Tag Manager • Meta Pixel • Google Search Console • Looker Studio • Microsoft Clarity • Hotjar
- **Paid Advertising:** Meta Ads Manager • Google Ads • Performance Max • LinkedIn Ads • YouTube Ads • Snapchat Ads • Microsoft Ads (Bing Ads) • TikTok Ads

- **SEO:** SEMrush • Ahrefs • Screaming Frog • Moz • Ubersuggest • SEOptimer • Google Keyword Planner • Google Trends • Yoast SEO • PageSpeed Insights
- **CRM, Email & Automation:** Zoho Campaigns • Mailchimp • Zapier • WhatsApp API • Airtel IQ • Zoho CRM
- **Website & Creative:** WordPress • Wix • Elementor • WooCommerce • Shopify • Canva • Adobe Photoshop • Adobe Express
- **AI & Productivity:** ChatGPT Codex • Claude Cowork • Higgsfield • Magnific • Google Sheets

CERTIFICATIONS

- **SEMrush** - SEO Fundamental, Technical SEO, PPC Fundamental, PPC Automation Certification Course
- **Hubspot Academy -** Inbound Marketing, Email Marketing, Social Media Certification Course
- **Google Ads -** Google Ads, Measurement Certification, Google Search Ads, Google Display Ads, Google Video Ads Certifications.
- **Google Analytics -** Google Analytics Individual Qualification
- **Microsoft Ads (Bing Ads) -** Search Advertising, Native & Display Advertising Certifications
- **Amazon Ads-** Amazon Sponsored Ads Certification, Amazon DSP Advanced Certification,
- **TikTok Ads -** Mastering on TikTok Marketing (Udemy)

INTERNSHIP PROJECT

SEO Intern (Final Year Project) | Jan 2021 – Feb 2021

CubeMatch, Chennai

Description: Main Objective of the project is to identify the most effective SEO strategy for CubeMatch

Skills: Acquired digital marketing expertise encompassing SEO and content creation. Generated 150+ high-quality backlinks, proficient in analytics tools. Contributed to content development, enhancing website authority.