

Salai Yogesh M

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Professional Summary

Results-oriented and accomplished Digital Marketing Executive & PPC Analyst with solid understanding of Digital Marketing Principles, tactics, and business objectives. Thorough knowledge base and practical skill in effective paid advertising techniques and strategies. Thoroughly well-versed in software sales and product launch paid advertising, Analytics, Tracking, A/B testing and Email Marketing.

Skills

- Paid advertising (Google Ads & Social Media Platforms)
- Social Media Marketing
- A/B Testing
- Email Marketing
- Analytics
- Project Management
- Graphic Design (Adobe Photoshop & Canva)
- MS Office & Google Sheets

Work History

PPC Analyst, 06/2021 to Current

GuardianLink | Chennai, India

- Performed search ads campaign for blockchain and clone app products with ad spend of Rs.70k per day.
- Performed ad campaigns for projects like Amitabh Bachchan NFT, Chakra NFT, and play to earn cricket game NFT on variety of networks.
- Facilitated campaign adjustments in coordination with team members.
- Create and implement negative and positive keywords list.
- Performed Keyword research on regular basis.
- Audit existing campaigns & implement optimizations.
- Tested landing pages and formulated plans to keep conversion rates consistent.
- Created email blast campaigns to target key customers.

- Utilized Google Analytics to set up, monitor and analyze content success and identify opportunities for content improvement.

Digital Marketing Executive, 06/2020 to 06/2021

Pappro Solutions | Chennai, India

- Work closely with clients to develop and execute a proactive social content calendar that manages all phases of digital marketing initiatives from concept through delivery and optimization.
- Created solution-based execution plans to achieve business goals based on Google Analytics and internal reporting data.
- Implemented weekly promotional and editorial strategies to improve customer engagement across channels.
- Increased brand awareness through creation and management of social media channels.

Education

Bachelor of Engineering | Mechatronics Department | 2015 - 2019

Chennai Institute of Technology, Chennai

Higher Secondary | 2014 - 2015

Velammal Matriculation Higher Secondary School, Chennai