

TEJAS N

DIGITAL MARKETING LEAD

-  Tejas.nag97@gmail.com
-  linkedin.com/in/tejasnagaraj/
-  +91-7899016879
-  Bengaluru

SUMMARY

Experienced Digital Marketing Lead with 4+ years of success in leading impactful online campaigns. Seeking opportunities to use my expertise in Google Ads and Amazon Ads to contribute to the growth of a forward-thinking organization. With a proven record of achieving outstanding results, I aim to innovate and achieve new levels of success.

SKILLS

- Google Ads
- Google Analytics
- Amazon Ads
- Google Merchant Center
- Facebook Ads
- Shopify
- Woocommerce
- LinkedIn Sales Navigator

WORK EXPERIENCE

Yashram Lifestyle Brands Pvt Ltd

Digital Marketing Lead • 2022 Oct - 2023 Aug

- Led and managed digital marketing initiatives for a portfolio of 4 brands:*
 - Increased combined monthly website traffic by 60% within the first quarter through strategic digital marketing campaigns.
 - Achieved an average of 10% month-over-month growth in online sales across the 4 brands.
- Trained and mentored cross-functional teams:*
 - Improved campaign performance metrics by mentoring teams, resulting in an average 50% increase in click-through rates (CTR) and 30% increase in conversion rates.
 - Enhanced skills development led to a reduction of 70% in campaign setup time and an 50% increase in overall campaign efficiency.

Google Ads:

- Strategically planned and executed performance-maximizing campaigns:*
 - Achieved an 35% increase in Return on Ad Spend (ROAS) over a 6-month period through strategic campaign planning and execution.
 - Improved conversion rate by 20% by implementing A/B testing strategies on ad creatives and landing pages.
- Managed search campaigns to optimize keyword targeting and bid strategies:*
 - Attained a 10% decrease in cost per click (CPC) through optimized keyword targeting and bid adjustments.
 - Achieved a 40% improvement in ad placement within the top 3 search results, leading to increased visibility.
- Created and managed YouTube campaigns for remarketing purposes:*
 - Increased YouTube remarketing campaign click-through rate by 50% through refined audience targeting and engaging ad content.
 - Achieved a 50% increase in conversion rate through YouTube remarketing campaigns compared to previous periods.

Amazon Ads:

- Developed tightly themed keyword campaigns:*
 - Improved product visibility by achieving a 60% increase in click-through rate (CTR) from Amazon search results pages.
- Implemented targeted advertising strategies for competitor products and categories:*
 - Achieved a 25% increase in market share within targeted competitor categories over a three-month period.
 - Boosted brand visibility on Amazon by achieving a 60% increase in the number of impressions for branded search terms.

TEJAS N

DIGITAL MARKETING LEAD

-  Tejas.nag97@gmail.com
-  linkedin.com/in/tejasnagaraj/
-  +91-7899016879
-  Bengaluru

3.Executed remarketing sponsored display campaigns:

- Increased brand recall by 50% through remarketing sponsored display campaigns, leading to a 30% improvement in returning customers.
- Achieved a 50% lift in overall conversion rate from customers who interacted with remarketing ads.

Freelancing

2019 Oct - 2022 Sep

- Developed multiple mobile and SEO friendly WordPress websites.
- Managed sales and rental stocks and hands on adding new products on a woocommerce website.
- Increased Leads by 300% by creating a Google Business Profile and developing a woocommerce booking website with payment gateway integration. Which helped to increase the sales by more than 100%.
- Developed multiple narrowly targeted Google search campaigns and helped to increase sales up to 150%.
- Managed multiple social media profiles and created multiple content strategies & marketing funnel to increase the sales and brand value.
- Developed Google shopping campaign and hands on Google Merchant Center and product data feeds. Increased 50% product page views by appearing on google shopping section.
- Tailored Facebook and Instagram Ads which helped clients to increase 70% leads and 30% increase in sales.
- Designed Social Media Posts, Ads, Flyers and Company Portfolios using Adobe Photoshop, Canva and other online platforms.

Atlant Global India

Digital Marketing Executive • 2019 Jun - Aug

- Developed social media posts and monitored company profiles.
- Increased 40% B2B leads by developing & implementing LinkedIn lead generation strategy targeting VPs and Admins.
- Developed a tightly themed Google Ads campaign targeting particular pin codes, which increased the leads by 30% and sales by 10%.
- Monitored and coordinated with branches and increased the google business profile rating by 300% which increased 200% store footfall.

EDUCATION

Bachelor of Business Administration

Bangalore University (2015 - 2018)

Digital Marketing Mastery Certification

Digital Vidya (2018 - 2019)

TOOLS

- Semrush
- Google Analytics
- Google Ads Keyword Planner
- VidIQ
- Helium 10
- Amazon Pie
- Ads Transparency Center
- Canva