Vigneshwaran M

Amazon PPC | Campaign Manager

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Professional Summary

Having 4+ years of Experience in E-commerce and SaaS Industry.

- Own the end-to-end E-commerce Marketing and Business Development, Campaign Strategy to Revenue Realization.
- Own business performance metrics such as CTRs, Conversions, RoAS (Return on Ad Spends), etc. to drive client sales.
- Skill Set: End to End Campaign Management, A/B Testing, Budget Negotiation and Optimization, etc.
- Tools: Amazon Seller Central (AMH, Drona), Kibana, Amazon Pi, MS Office, Helium 10, etc.
- Domain Expertise: E-commerce Campaign Management, Amazon Ads, Google Ads, and Meta Ads.

Professional Experience

Tech Mahindra – Senior Associate Analyst   April'23 to Present

- Expertise in handling marketing campaigns and business growth for **120+ D2C small & medium E-commerce clients**.
- Executed marketing & business growth activities for Marketplace clients, generated overall revenue of **INR 40 Cr+ half yearly**.
- Responsible for campaign planning and executing marketing campaigns on Amazon Seller Central.
- Maintained an overall average ROI/RoAS (Return on Ad Spends) of 6 for each client, leading to **30+ new customer attractions** for TechM.
- Built effective campaign strategies, leading to an increase in revenue of **27% for D2C clients in half yearly**.
- Collaborated with cross-functional such as creative team for video creation for Sponsored Brand Video campaign.

Urban Space – Digital Marketing Executive   May'22 to April'23
Amazon Ads

- Develop **campaign strategy** for Sponsored product, Sponsored display, & Sponsored Brand/video campaigns on Amazon.
- Collaborated with cross-functional such as Item Listing, Design, Brand Registry & Copywriting teams to create compelling marketing assets.
- Optimizing product listing for organic impressions/views to **scale MoM organic sale**.
- Conducting keywords research using **Amazon Pi** which resulted in a **150% increase of organic sale of brand**.
- Monitoring **product listings** placement using **Helium 10** to check positions and optimize accordingly.

Google & Meta Ads

- Campaign planning & executing to drive customers to **maximize ROI**.
- Analyze **Google Analytics & Mo-engage** Tool to make data driven decisions.
- Conducted **A/B testing** with ad copy, landing pages, and other elements to improve campaign performance.
- Setting up product set for catalogue ads and run full screen display ads (instant experience) on Meta.
- Conducted **competitor analysis** to identify new opportunities and optimize campaigns.

- Create **SEO strategy** for On-Page, OFF-Page, & Technical SEO.
- Developed on-page optimization strategies, including meta tags, header tags, and content optimization, to improve website ranking.
- Analyzing the data from **Google Analytics** to set up **remarketing campaigns**.
- Out reached bloggers to improve website Domain Authority by building links on high DA sites.
- Campaign planning & managing Google & Meta Ads to **drive new customers**.
- Created lead generation campaigns on **Meta Ads** to drive leads for business.
- Conducted keyword research and competitor analysis to identify new opportunities and optimize website content.
- Conducted A/B testing with new landing pages testing locations like tier 1/2 cities.

Achievements

- **Best Opener Award** for generating highest revenue in **Amazon Great India Festival** Season, Nov'23 respectively.

Certificates

- Sponsored Ads Certification (Amazon)
- Display Ads Certification (Amazon)
- Advance Google Ads
- Advance Meta Ads
- Advance SEO

Skills

Amazon Ads | Google Ads | Meta Ads | SEO

Education

- BBA, Marketing – Bangalore University, 2016 – 2019
- MBA, Marketing - Jain Deemed University - - 2023