



# LIKITH MC

## DIGITAL MARKETING

A results oriented digital marketing strategist known for building impactful brand stories. Driven by bold creativity, data led insights, and a passion for scaling growth, while leading agile teams and embracing cutting edge marketing technology to stay ahead in a fast evolving landscape.

### CONTACT

- 📍 Bangalore, Karnataka
- 📞 +91 8152 822 083
- ✉️ likith8800@gmail.com
- 🌐 [www.linkedin.com/in/likith-mc](https://www.linkedin.com/in/likith-mc)

### EDUCATIONAL HISTORY

- 2021  
UNIVERSITY OF MYSORE
- 🎓 Bachelor of Commerce 2021  
(Vidhyashram FGC)

### CERTIFICATIONS

- ✅ Google Ads Search Certification
- ✅ Google Ads Video Certification
- ✅ Google Ads Display Certification
- ✅ Google Analytics Certification

### INTERESTS

- Stock market
- Foreign affairs
- Sci-fi movies, Tech
- Automobiles

### WORK EXPERIENCE

#### ★ Independent Marketing Consultant

Freelance | Jan 2024 - June 2025

- Planned, launched, and optimized PPC campaigns across Google Search, Display, YouTube, and Meta Ads (Facebook & Instagram).
- Conducted keyword research, audience segmentation, and competitor analysis to design high-performing ad strategies.
- A/B Testing, Frequency targeting.
- Implemented conversion tracking tags on websites to measure campaign effectiveness.
- Worked with top leading real estate agency to drive next level marketing growth.
- Budget Pacing & Optimization – Monitor and adjust budget allocation to ensure efficient spending and maximize campaign impact.
- Managed monthly ad budgets ranging from ₹4,00,000 to ₹6,00,000, ensuring efficient spend and maximum ROI.
- Tools - GA4, GTM, Google Keyword Planner, SEMrush, Ubersuggest, Canva.

#### ★ Offlineeds, Bangalore, India

PPC , DIGITAL MARKETING | Aug 2022 - April 2023.

- Managing social media handle.
- Creating a campaigns in Google ads, Meta and Facebook pages.
- Comprehensive research on social media marketing.
- Ensuring brand presence and reach at digital platforms.

## SKILLS

- ★ **San City Real Estate, Mysore, India**  
Business Development Officer
- ★ **Idea Portal Services, Mysore, India**  
Operation Inter

- 🚀 GROWTH HACKING
- 🎯 PERFORMANCE  
MARKETING -
- 💡 CREATIVE STRATEGY
- 👏 TEAM LEADERSHIP
- 📈 DATA-DRIVEN INSIGHTS
- 🌐 SEO & SEM EXPERTISE

## TECHNICAL SKILLS

- Crafting data-backed digital marketing campaigns.
- Optimizing websites for search engines.
- Running high-performing ad campaigns on Google and Meta platforms (Facebook & Instagram).
- Targeting the right audience at the right time to drive meaningful results.