

VETRIVEL R

Digital Marketer Trainer and Strategist

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PROFESSIONAL PROFILE

Data-driven Digital Marketing Professional specializing in SEO, Performance Marketing, and Content Strategy. Proven track record of improving organic visibility, optimizing paid campaigns, and driving measurable growth through GA4, Google Ads, and Meta Ads Manager.

CAREER SUMMARY

Chief Executive Officer | Sparkdigi

Aug 2026 – Present

- Lead Sparkdigi's digital marketing training and services offering, delivering hands-on student training programs and digital marketing services for business owners.
- Set overall strategy, curriculum direction, and service delivery standards across training and client engagements.
- Oversee day-to-day operations, business development, and growth of the Sparkdigi brand.

Digital Marketing Strategist & Trainer | Web Wisez

Apr 2025 – Aug 2026

- Drive on-page & technical SEO, keyword strategy, and Local SEO for client portfolios.
- Plan and execute Meta Ads and Google Ads campaigns with a focus on ROAS and CRO.
- Manage social media strategy, content calendars, and influencer collaborations.
- Build and optimize WordPress websites using Elementor for lead-generation funnels.
- Train students on SEO, GEO, AIO, and performance marketing tools.

Marketing Officer – Working Capital | Axis Bank (Quess)

May 2022 – Apr 2025

- Managed working capital facilitation and verification for SBB clients.
- Generated leads via social media and supported disbursement operations.
- Maintained client relationships to ensure retention and satisfaction.

CORE SKILLS

- Search Engine Optimization (Technical, On-page & Off-page)
- Conversion Rate Optimization (CRO)
- Local SEO & Google Business Profile Optimization
- Performance Marketing & Funnel Optimization
- Search Engine Marketing (SEM) & PPC Campaign Management
- Keyword Research & Competitive Analysis
- Content Strategy & Copywriting
- Website Development & UX (WordPress, Elementor)

TOOLS & PLATFORMS

- Google Analytics 4 (GA4) & Search Console
- Google Tag Manager & Google Keyword Planner
- Canva & Adobe-based Creative Tools
- WordPress, Elementor & Shopify
- Google Ads, Meta Ads Manager & Business Suite
- Yoast SEO & Schema Markup
- Brevo (Email Marketing Automation)
- Ahrefs and SEMrush

ADDITIONAL TECHNICAL SKILLS

- Project Management
- AI-Driven Marketing Workflows
- Full-Stack Development (Java)
- WhatsApp Marketing Automation

CERTIFICATIONS

- Certified Professional Digital Marketer – Web Wisez
- Meta Ads Manager – Facebook, Instagram & Video Ads
- Google Skillshop – Search & Display Certification
- HubSpot – Digital Marketing & Social Media Certification

KEY PROJECTS

Web Development & SEO Delivery

- mikaa5.com
- takashafurnitures.com
- contangoacademy.com
- ghced.com
- turf2gether.online
- smactingdriver.com
- nalambites.com
- level7containers.com

Lead Generation & Performance Marketing (Meta Ads & SEM)

- Web Wisez
- One5 Fitness Studio
- Kidzoie
- Loved to Be Events

EDUCATION

M.Sc. Data Science

Kalasalingam Academy of Research and Education

2019 – 2021

Bachelor of Computer Science

Kalasalingam Academy of Research and Education

2016 – 2019

LANGUAGES

English • Tamil

DECLARATION

I hereby declare that the information provided above is true and accurate to the best of my knowledge.

Place: Virudhunagar

Vetrivel R
Signature