

ANIRUDH NAIR

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PROFESSIONAL SUMMARY

Digital Growth Marketer with 3+ years of progressive experience, promoted from SEO Executive to Senior Marketing Executive for consistent delivery on acquisition targets. Specializes in integrating technical SEO and paid performance channels to reduce CPL. Proven track record in building analytics infrastructure, leading cross-functional initiatives, and managing full-funnel campaigns across Google and Meta. Currently upskilling via advanced digital marketing certifications.

CORE COMPETENCIES

- **Performance Marketing:** Google Ads (Search, Performance Max, Display), Meta Ads (Facebook/Instagram), Budget Pacing, Bid Strategy Optimization, Remarketing, Audience Segmentation
- **Social Media Management:** Content Strategy, Planning & Coordination, Campaign Execution across LinkedIn, Facebook, Instagram, X (Twitter); Social Pilot, Content Calendar Management, Publishing & Automation
- **Technical SEO:** Crawl Budget Optimization, Indexation Hygiene, Canonicalization, Schema Implementation, Core Web Vitals
- **Analytics & Attribution:** Google Analytics 4 (GA4), Google Tag Manager (GTM), Looker Studio Dashboarding, UTM Governance, Data Layer Usage
- **Conversion Tracking Content & Operations:** Vendor Management (SLA/QA), Influencer Coordination, User Generated Content (UGC) Strategy, Landing Page Optimization, Keyword Gap Analysis

PROFESSIONAL EXPERIENCE

Innovsource (A FirstMeridian Company), Mumbai, India

Senior Marketing Executive | August 2025 – Present

Digital Marketing Executive | November 2023 – July 2025

SEO Executive | August 2022 – October 2023

Growth Trajectory: Promoted twice in three years, rising from technical SEO to full-stack performance marketer with ownership of paid acquisition and analytics infrastructure.

- Led end-to-end paid acquisition campaigns across Google Ads (Search, Performance Max) and Meta platforms.
- Drove CPL and conversion improvements by refining audience targeting, ad extensions, and negative keyword strategies.
- Implemented Google Tag Manager conversion tracking and GA4 event configuration to derive actionable lead quality and efficiency insights.
- Directed on-page SEO, optimized headers/internal linking, and Schema for service pages; resolved indexing and Core Web Vitals issues via Search Console.
- Manage Local SEO and reputation for 30+ branch locations, maintaining a 4.0+ average review rating.
- Manage social media strategy and execution across LinkedIn, Facebook, Instagram, and X; coordinated content planning with design team and published campaigns using Social Pilot for scheduling and automation.
- Manage agency partners for design/content, enforced SLA and quality; coordinated influencer marketing and UGC campaigns.
- Collaborate with sales and product teams to ensure sales funnel efficiency and optimize marketing spend.

INTERNSHIP EXPERIENCE

GoPhygital, Mumbai, India

Digital Marketing Intern | May 2022 – July 2022

Executed keyword research and SEO audits; contributed to LinkedIn-led content strategies.

MVG Innovations, Remote

Digital Marketing Intern | March 2022 – April 2022

Contributed to social media content planning and campaign tracking.

Sacred Forest, Mumbai, India

Digital Marketing Intern | December 2021 – February 2022

Developed social media assets and optimized content posting schedules.

Pagr, Remote

Digital Marketing Intern | September 2021 – November 2021

Supported campaign execution across LinkedIn, Instagram, and Twitter; assisted in content calendar management and asset preparation.

EDUCATION

Sinhgad Institute of Management

BBA (Computer Applications) | April 2020

CERTIFICATIONS

- Coursera:** Illinois Tech: Digital Marketing Certificate (In Progress)
- Coursera:** Google Data Analytics Certificate: Foundations Module
- Google Digital Garage:** Fundamentals of Digital Marketing
- HubSpot Academy:** Content Marketing
- Coursera:** IE Business School: Market Research & Consumer Behaviour

LANGUAGES

English (Full Professional), **Hindi** (Full Professional), **Malayalam** (Native), **Tamil** (Elementary), **Marathi** (Elementary)