[YOUR NAME]

DIGITAL MARKETING SPECIALIST

[Phone Number] | [Email Address] | [LinkedIn URL] | [City, State]

PROFESSIONAL SUMMARY

Digital Marketing professional with **4 years of experience** planning and executing SEO, Google Ads and Meta Ads campaigns for lead generation and brand growth. Skilled in end-to-end campaign management - keyword research, ad creation, budget optimization, landing page improvement and conversion tracking. Strong hands-on experience with GA4, Google Search Console, Google Tag Manager, content marketing and marketing reporting. Looking for a Digital Marketing role where I can drive measurable business results.

TECHNICAL SKILLS

- Search Engine Optimization (SEO)
- On-Page, Off-Page & Technical SEO
- Local SEO & Google Business Profile
- Google Ads (Search, Display, Video)
- Meta Ads (Facebook & Instagram)
- LinkedIn Marketing
- Google Analytics 4 (GA4)
- Google Search Console (GSC)
- Google Tag Manager (GTM)
- Keyword Research & Competitor Analysis
- Content Marketing & Copy Writing
- Email Marketing
- YouTube Channel Optimization
- WordPress / CMS Website Management
- Canva & Capcut (Creatives & Video)
- Retargeting & Conversion Tracking

WORK EXPERIENCE

Digital Marketing Executive **[Mon 20XX] - Present**

[Company Name], [City]

- Plan and run Google Ads and Meta Ads campaigns for lead generation, managing a monthly budget of [amount].
- Improved organic traffic by [X]% through keyword research, on-page optimization and technical SEO fixes.
- Track and report campaign performance using GA4, GSC and GTM; optimize cost per lead month on month.

Digital Marketing Associate **[Mon 20XX] - [Mon 20XX]**

[Company Name], [City]

- Handled social media calendars and ad campaigns across Facebook, Instagram and LinkedIn.
- Built and updated website pages on WordPress; connected GSC and GA4 for tracking.
- Created ad posters, motion graphics and videos using Canva and Capcut.

EDUCATION

- [Degree, Specialization] - [College Name], [University] - [Year of Passing]

PROJECTS

1. SEO Traffic Growth Project - **[Industry/Website Type]**

Performed complete keyword research and competitor analysis, fixed on-page and technical SEO issues, and built backlinks. Improved the website from [position/traffic before] to [position/traffic after] in [X] months.

2. Google Ads Lead Generation Campaign - **[Industry]**

Set up Search and Display campaigns with proper keyword match types, ad groups and conversion tracking. Generated [X] leads per month at a cost per lead of [amount], improving Quality Score from [X] to [Y].

3. Social Media Brand Campaign - **[Brand/Industry]**

Planned a monthly content calendar, ran Meta Ads for reach and leads, and grew page engagement by [X]%. Managed creatives, video edits and retargeting audiences.

CERTIFICATIONS

- [Google Ads Search Certification]
- [Google Analytics (GA4) Certification]
- [HubSpot Content Marketing Certification]
- [Meta Certified Digital Marketing Associate]

ADDITIONAL INFORMATION

- Languages: [Tamil, English]
- Portfolio / Work samples: [Link]

> Note: This is a sample resume format for a Digital Marketing professional with around 4 years of experience. Replace all fields in [brackets] with your own details, adjust the points to match your real work, and remove this note before sharing.