

PRADEEBAN SUBBARAYAN

DIGITAL GROWTH SPECIALIST

CONTACT

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- 17A, Bharathi Nagar Street, Guindy, Chennai, Tamil Nadu - 600032

SKILLS

- SEO Tools: Google Search Console, SEMrush, Ahrefs, Moz, Screaming Frog
- Analytics Platforms: Google Analytics, Google Tag Manager, Google Data Studio
- Ad Platforms: Google Ads, Meta Ads Manager, YouTube Studio
- Design & Content Tools: Canva, WordPress, Google Keyword Planner
- Social Media Platforms: Facebook, Instagram, LinkedIn, Twitter, YouTube
- Reporting: Performance dashboards, traffic reports, campaign analysis
- Communication & Project Management: Client interaction, team coordination

EDUCATION

Msc Information Technology

Vels University, Chennai, India

Jun 2015–May 2017

BSc Computer Science

MIET Arts & Science, Trichy, India

May 2011–May 2014

LANGUAGES

English

Tamil

PROFILE

I'm a versatile Digital Growth Specialist with 7+ years of experience driving measurable results across SEO, AdOps, social media growth, YouTube SEO, and performance marketing. I specialize in creating data-driven, full-funnel strategies that boost visibility, engagement, and ROI—leveraging tools like Google Analytics, SEMrush, Tag Manager, and Meta Ads to turn insights into action. From scaling search traffic and optimizing ad spend to growing audiences across platforms, I help brands build digital momentum that lasts.

WORK EXPERIENCE

Digital Growth Specialist

Daily Thanthi Group, Chennai, India

May 2024 - Present

- Led cross-functional collaboration between SEO, AdOps, UI/UX, sub-editors, and video teams to align content, performance, and platform strategies.
- Developed and executed multi-platform growth plans aligned with search, video, and content performance goals.
- Conducted end-to-end performance analysis across campaigns, using tools like Google Analytics, Tag Manager, and SEMrush to drive continuous optimization.
- Worked closely with the YouTube and content teams to implement metadata strategies, increase video discoverability, and improve watch time through YouTube SEO.
- Partnered with AdOps to improve monetization by analyzing ad placements, performance metrics, and viewability across devices.
- Collaborated with UI/UX teams to enhance website structure, internal linking, and page speed, improving both user experience and SEO performance.
- Created and managed integrated growth strategies across Google Search, Google Discover, and News surfaces to boost visibility and engagement.
- Delivered actionable insights through regular performance dashboards and reporting to editorial and marketing stakeholders.

Digital Marketing Specialist

Limestar Marketing, Dubai, UAE

April 2023–March 2024

- Managed end-to-end digital marketing strategies for diverse clients across industries, including real estate, retail, healthcare, and education.
- Led a team responsible for executing digital operations—spanning SEO, PPC, social media, and content marketing.
- Planned and optimized paid campaigns across Google Ads and Meta Ads, improving lead quality and client ROI.
- Conducted regular performance reviews and strategy planning with clients to align marketing efforts with business goals.
- Supervised keyword research, on-page optimization, and competitor benchmarking for client websites.
- Collaborated with creative teams to produce engaging ad creatives, landing pages, and social content.
- Analyzed campaign data using tools like Google Analytics and Search Console to generate actionable insights and monthly reports.
- Trained and mentored junior team members on campaign setup, reporting, and digital best practices.

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EXPERTISE

- Search Engine Optimization (on-page, off-page, technical)
- YouTube SEO and metadata optimization
- Social media growth and content strategy
- Paid campaign planning and performance marketing
- Cross-functional collaboration with UI/UX, editorial, AdOps, and video teams
- AdOps and monetization strategies for digital publishers
- Keyword research and content optimization frameworks
- Building integrated digital strategies across web, social, and video
- Data-driven decision-making and KPI-focused execution
- Leading and mentoring teams in digital operations

REFERENCES

Kumaran PG

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+91 95038 86458

info@raismedia.com

WORK EXPERIENCE

Digital Marketing Specialist

Doss House Marketing Services, Dubai, UAE

Nov 2021–Mar 2023

- Developed and executed digital marketing strategies for regional clients, focusing on SEO, social media, and paid campaigns.
- Managed SEO projects, including keyword research, content optimization, backlink strategy, and technical audits.
- Oversaw PPC campaigns across Google Ads and Meta platforms, optimizing for conversions and cost-efficiency.
- Collaborated with the creative and content teams to align brand messaging with audience targeting and platform trends.
- Worked directly with clients to understand business goals and translate them into actionable marketing plans.
- Conducted competitor analysis and market research to inform campaign targeting and positioning.
- Delivered performance reports using Google Analytics, Search Console, and Ads Manager with insights to guide decision-making.
- Coordinated with external vendors and partners for ad placements, campaign launches, and cross-promotional activities.

Digital Marketing Executive

Lipi Digitals, Trichy, India

Jul 2017–Sep 2021

- Executed SEO and content strategies to improve website ranking and drive organic traffic growth across client projects.
- Managed day-to-day social media activities, including content scheduling, engagement, and performance tracking.
- Created and optimized paid ad campaigns across Facebook, Instagram, and Google Ads to support client goals.
- Collaborated with designers and developers to implement on-page SEO improvements and UX enhancements.
- Conducted keyword research, competitor analysis, and content planning for targeted digital campaigns.
- Tracked and analyzed campaign performance using tools like Google Analytics, Search Console, and Ads Manager.
- Supported client reporting with detailed dashboards highlighting KPIs, traffic trends, and optimization opportunities.
- Coordinated with the sales and content teams to align digital efforts with business and conversion goals.

Junior Desktop Support Engineer

Aji Systems, Chennai, India

Jul 2014-May 2015

- Installed and configured hardware, software, and operating systems for clients.
- Provided technical support and troubleshooting for network and system issues.
- Created detailed documentation for system processes and problem resolutions.