

NAVEEN RAVICHANDRAN

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PROFESSIONAL SUMMARY

Performance-driven SEM & Digital Marketing Specialist with 3+ years of proven experience in Google Ads, Shopping Campaigns, and eCommerce Growth Marketing within an agency environment. Skilled at managing multi-account portfolios, achieving up to 7x ROAS, and scaling ad performance through feed optimization, CRO, and data-driven strategies. Adept in GA4, Looker Studio, Merchant Center, and Shopify integrations, with strong communication and client coordination skills.

WORK EXPERIENCE

Avanexa Technologies – Coimbatore, India

Digital Marketing Lead

June 2024 – Present

- Led a marketing team managing campaign strategy, execution, and reporting for eCommerce and service clients.
- Improved ROAS through audience segmentation, feed optimization, and bid strategy refinement.
- Managed international and local campaigns, driving consistent lead growth with data-driven optimization.
- Built paid acquisition funnels that boosted subscription and conversion performance.
- Created GA4 and Looker Studio dashboards for performance tracking and client reporting.
- Supported pre-sales and strategy development to acquire new eCommerce clients.

Digital Marketing Executive

June 2023 – June 2024

- Managed eCommerce project, integrating Shopify with Google Merchant Center and maintaining Shopping feed accuracy and segmentation.
- Developed custom labels, product filters, and campaign-based product groupings for improved Shopping Ads efficiency.
- Implemented Google Shopping optimization for high-performing SKUs, driving consistent improvement in ROAS.
- Executed SEO and SMM for clients in Healthcare, Education, Interiors, Finance, and Hospitality sectors.
- Managed Meta Business Suite and LinkedIn Ads for engagement and lead generation campaigns.

SEO Analyst

May 2022 – June 2023

- Handled multiple SEO projects, performing keyword research, on-page and technical optimization, and link-building strategies.
- Improved client rankings and domain authority across Healthcare, Finance, and Hospitality verticals.
- Collaborated with developers and designers to enhance landing page load time, crawlability, and content structure for organic growth.

EDUCATION

B.Tech Petrochemical Technology - SSM College of Engineering, Namakkal, Tamil Nadu, India

TOOLS & PLATFORMS

Google Ads | Merchant Center | GA4 | Tag Manager | Looker Studio | Shopify | WooCommerce | WordPress | Meta Business Suite | Google Sheets | Semrush | Ahrefs

SKILLS & COMPETENCIES

- Google Ads (Search, Display, Shopping & Performance Max Campaigns)
- Product Feed Management & Optimization (Google Merchant Center, Custom Labels)
- Conversion Rate Optimization (CRO) & A/B Testing
- GA4, Google Tag Manager, and Looker Studio Reporting
- Keyword Research, Ad Copywriting & Campaign Structuring
- Shopify, WooCommerce & WordPress eCommerce Integrations
- Audience Segmentation & Bid Strategy Optimization
- Team Leadership, Client Communication & Project Coordination
- SEO Fundamentals (On-page, Technical, Link Building)
- Meta Ads & LinkedIn Campaign Management

ACHIEVEMENTS

- Achieved consistent 7x ROAS for an eCommerce brand through Shopping Ads optimization and feed restructuring.
- Improved lead generation by 60% for service clients using CRO and automated bidding strategies.
- Built reporting dashboards integrating GA4 and Looker Studio for real-time performance visibility.