Ananya Rao

Digital Marketing Specialist

ananya.rao@example.com +91 96XXX XXX44 Bengaluru, Karnataka linkedin.com/in/ananya-rao-example
ananyarao.example.com

Personal statement

Digital marketing specialist with 3 years of experience across agency and D2C brand environments. Skilled in SEO content coordination, Google Ads, Meta Ads, GA4 reporting, email campaigns and social calendars. Known for practical campaign tracking, clear briefs and steady improvements in CTR, CPA and organic traffic.

Work experience

Digital Marketing Specialist · Nuvora Naturals Pvt Ltd, Bengaluru — Feb 2024 – Present

- Manage SEO content calendar, Meta Ads and email campaigns for a D2C personal-care brand with monthly digital spend of about ₹4 lakh.
- Improved Google Ads search CTR from 4.1% to 5.6% over 6 months by restructuring ad groups and refreshing high-intent copy.
- Reduced blended paid social CPA by 18% through audience clean-up, weekly creative testing and landing-page feedback to the web team.
- Built GA4 and Looker Studio campaign dashboards used in weekly reviews by marketing, category and founder teams.

Digital Marketing Executive · Pixelleaf Digital, Bengaluru — Jul 2022 – Jan 2024

- Supported SEO, Google Ads and Meta campaign execution for 7 local business and ecommerce clients across education, wellness and retail.
- Coordinated blog briefs and on-page updates that helped one education client grow non-branded organic sessions by 28% in 9 months.
- Prepared monthly reports covering impressions, CTR, CPC, CPA, ROAS and content actions with clear next steps for account managers.

Education

BBA in Marketing · Bengaluru School of Business Studies, Bengaluru — 2019 – 2022
Grade: 8.1 CGPA

Projects

Festive Performance Campaign · Campaign Coordinator — Sep 2025 – Oct 2025

Coordinated search, Meta and email promotion for a seasonal D2C product bundle.

- Delivered 2.8x ROAS on paid campaigns and improved email click rate from 1.9% to 2.6% with segmented offers.

SEO Content Refresh · SEO Owner — May 2024 – Aug 2024

Updated product education articles and internal links for non-branded search growth.

- Improved average ranking position for 14 tracked queries from 18 to 11 within three months.

SKILLS

SEO · Google Ads · Meta Ads · GA4 · Email marketing · Content calendars · Looker Studio · Campaign reporting

CORE SKILLS

- Keyword research
- Ad copy testing
- Paid social optimisation
- Landing-page feedback
- Monthly performance reporting
- Social media planning

CERTIFICATIONS

Google Ads Search Certification · Google Skillshop
Mar 2024

Google Analytics Certification · Google Skillshop
Apr 2024

Content Marketing Certification · HubSpot Academy
Nov 2023

LANGUAGES

English · Fluent · Hindi · Professional · Kannada · Conversational · Telugu · Native

HOBBIES & INTERESTS

Consumer brand newsletters, photography walks, short-form content trends

MakePerfectResume · Free

Portfolio Notes

Sample dashboards and content briefs · Available on request 2026

Can share anonymised campaign report samples during interviews where client confidentiality permits.