RAVYA R PILLAI

DIGITAL MARKETING SPECIALIST

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SUMMARY

Results-driven Digital Marketing Executive with 1+ year of experience in SEO, SEM, content marketing, and analytics. Skilled in campaign management, strategy execution, and boosting online visibility and engagement.

SKILLS

- Digital Marketing: Social Media Marketing, Content Marketing, Performance Marketing (Meta Ads, Google Ads), Email Marketing, Seo, Sem
- Analytics & Tools: Google Analytics, Meta Business Suite, Search Console, Canva, Ms Excel
- Website & E-Commerce: Wordpress, Shopify, Woocommerce, Landing Page Optimization
- Marketplaces: Amazon, Noon
- Other Skills: Campaign Strategy, Lead Generation, Marketing Automation, Copywriting

EXPERIENCE

Digital Marketing Intern
July 2025-September 2025

Epic Venture, Dubai

- Managed organic marketing campaigns including SEO, social media, and community engagement to boost brand visibility.
- Planned and executed performance marketing campaigns on Meta Ads and Google Ads, optimizing for conversions and ROI.
- Created and managed content strategies (blogs, reels, ad creatives, email campaigns) to improve engagement and lead generation.
- Analyzed campaign data and prepared performance reports to guide decision-making and strategy adjustments.
- Coordinated with design and sales teams to align marketing e orts with business goals.

Digital Marketing Executive
June 2024-July 2025

Getupsolutions , Ernakulam Kerala

- Developed and executed comprehensive digital marketing strategies that enhanced online presence by over 30% for various clients.
- Conducted SEO audits and implemented improvement tactics, resulting in a 25% increase in organic tra c.
- Managed and optimized social media campaigns across multiple platforms, improving engagement rates signi cantly.
- Spearheaded campaign management for 15+ digital marketing projects, utilizing Google Analytics and Hootsuite to enhance ROI by 40% within 6 months.

Digital Marketing Intern
December 2023 - May 2024

Vigilantbyte , Kozhikode

- Assisted in the development of content marketing strategies, aiding in the growth of client blog tra c by 40%.
- Monitored and analyzed website tra c and social media metrics using Google Analytics, providing actionable insights to the team.
- Supported paid advertising initiatives, helping manage budgets and perform A/B testing, which led to a 15% reduction in cost-per-click.

Web Developer

April 2023 - December 2023

Luminar Technolab
- Builds robust, scalable web applications using Python and Django framework.
- Skilled in backend development, REST API integration, database management, and deploying secure, high-performance applications.

Authorization Specialist

September 2022 - March 2023

Cascade Revenue Management
- Responsible for obtaining prior authorizations from insurance providers, verifying patient coverage, and ensuring timely approvals for medical services.
- Coordinates with healthcare teams and payers to minimize delays and support accurate billing.

PROJECTS

Social Media Marketing – Restaurant Campaign

Restaurant

Ran hyperlocal Meta Ads for a restaurant, reaching 15K+ users, generating 2,500 clicks and 320+ reservations in 2 weeks at ₹12 CPR.

Lead Generation – Digital Marketing Course

Education institute

Generated 1,700 leads in 30 days at ₹18 CPL with 60% quali ed leads via Meta Ads using custom audiences, lead forms, and testimonial retargeting.

SEO & Google Search Ads – Disability Care Services

Disability organisation

Achieved Top 3 keyword rankings and 180 conversions by executing on-page SEO, publishing 10+ blogs, and running high-CTR Google Search Ads (6.5% CTR, ₹40/conversion).

Website Traffic Campaign – Fitness Business

Gym

Drove 22K reach and 3,200 clicks (7.3% CTR) with Meta tra c ads for a tness brand using motivational videos, targeted creatives, and strong CTAs.

EDUCATION

Bachelor of Computer Application

KMEA college of Arts and Science Jan 2022 - Jan 2022

Higher Secondary

Bhavans Adarsha Vidyalaya Jan 2019 - Jan 2019

CERTIFICATIONS

Fundamentals of digital marketing

Google

Google Analytics Certification

Skillshop

Google Ads Display Certification

Skillshop

Local SEO Course with Greg Gifford

Semrush