

AJITH L

Digital Marketing

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CAREER OBJECTIVE

Digital Marketing Executive with 2+ years of hands-on experience in SEO, Google Ads, Meta Ads, SEM, Social Media Marketing, WordPress, WooCommerce, Shopify, and Google Analytics. Experienced in keyword research, on-page SEO, technical SEO, local SEO, Google Business Profile, campaign optimization, lead generation, and e-commerce website development. Proven track record of achieving Google first-page rankings for competitive keywords, including “Best App Development Company in Coimbatore,” “Buy Crackers Online,” and “Online Crackers 2026.” Skilled in AI-assisted website and application development, prompt engineering, content creation, and technical problem-solving.

EXPERIENCE

Digital Marketing Executive <i>Ultrafly Solutions Private Limited</i> <ul style="list-style-type: none">Manage Google Ads and Meta Ads campaigns, including campaign setup, audience targeting, keyword optimization, budget management, and performance optimization to improve lead generation and ROI.Execute SEO and SEM strategies to improve organic traffic, search rankings, and website visibility.Analyze campaign performance using Google Analytics to improve conversions, lead quality, and overall campaign effectiveness.Develop and maintain WordPress websites optimized for SEO, speed, mobile responsiveness, and user experience.Work with WooCommerce and Shopify websites and e-commerce requirements.Manage social media content and create video ads, reels, and marketing creatives for digital campaigns and branding.Use AI tools and prompt engineering to assist with website and application development, content creation, troubleshooting, and workflow optimization.	08/2025 – Present
Digital Marketing Executive <i>BudgetAppStudio</i> <ul style="list-style-type: none">Managed SEO activities, including keyword research, on-page SEO, technical SEO, content optimization, and competitor analysis.Achieved Google first-page ranking for the competitive keyword “Best App Development Company in Coimbatore.”Managed Google Ads and Meta Ads campaigns to improve lead quality and reduce acquisition costs.Designed and optimized WordPress websites with improved UI/UX, SEO, and website performance.Created reels and promotional videos for paid advertising and social media campaigns.	01/2025 – 08/2025
Digital Marketing Intern <i>Bluekode Academy</i> <ul style="list-style-type: none">Gained hands-on experience in SEO, Google Ads, Meta Ads, and Social Media Marketing.Implemented on-page and off-page SEO strategies to improve search rankings.Assisted with keyword research, competitor analysis, and campaign optimization.	08/2024 – 12/2024

EDUCATION

B Tech-Information Technology <i>Kongunadu College Of Engineering And Technology</i> CGPA - 7.77	2020 – 2024
Higher Secondary <i>Government Hr. Sec. School - Trichy</i> 60.5%	2019 – 2020
SSLC <i>Government High School - Trichy</i> 73.4%	2017 – 2018

HARD SKILLS

Digital Marketing

SEO | Google Ads | Meta Ads | SEM | Social Media Marketing | Lead Generation | Campaign Optimization

SEO

Keyword Research | On-Page SEO | Technical SEO | Off-Page SEO | Local SEO | Google Business Profile | Content Optimization | Competitor Analysis

Website & E-Commerce

WordPress | WooCommerce | Shopify | HTML | E-Commerce Website Development | Website Optimization

AI & Development

AI Prompting | AI-Assisted Website Development | AI-Assisted Application Development | Code Generation | Code Optimization | AI-Based Problem Solving

Analytics & Creative

Google Analytics | Canva | Adobe Premiere Pro | Adobe After Effects | CapCut

PROJECTS

Manthralaya Impon Jewels – WordPress Website, SEO & Google Business Profile

- Developed a responsive WordPress website.
- Implemented on-page SEO, keyword, and content optimization.
- Managed Google Business Profile and local SEO activities.
- Achieved Google first-page ranking within 2 months for a targeted jewellery-related keyword.

Red Crackers – SEO

- Managed SEO, keyword research, content optimization, and competitor analysis.
- Achieved Google first-page rankings for “Buy Crackers Online” and “Online Crackers 2026.”

BudgetAppStudio – WordPress Website & SEO

- Developed and optimized the WordPress website for UI/UX, SEO, and performance.
- Achieved first-page Google ranking for competitive app-development-related keywords.

Daram Energies – Solar & EV Charging E-Commerce Website

- Developed a responsive e-commerce website for solar products and EV chargers.
- Implemented SEO, meta tag optimization, and page-speed improvements.

Reczo – WooCommerce E-Commerce Website

- Developed a responsive WooCommerce e-commerce website with organized product categories and optimized layouts, improving product navigation, visibility, user experience, and overall website performance.

SVM Constructions – Social Media Management & Digital Marketing

- Managed social media content, promotional creatives, and digital marketing campaigns.
- Created reels and promotional videos to improve brand reach and engagement.

Kannan Pattasu – Crackers E-Commerce Website & Digital Marketing -

- Developed a crackers e-commerce website with organized product categories and content, and implemented SEO and digital marketing activities to improve online visibility.

Vijayalakshmi Crackers – Crackers E-Commerce Website & Digital Marketing

- Developed a crackers e-commerce website with organized product listings and categories, and implemented SEO and digital marketing activities to improve online visibility.

Success Sprayer – WordPress Website Development

- Developed a custom WordPress theme and converted the existing Shopify website into a WordPress website, including website structure, design, and functionality.

Gravity Global Import – Website & SEO

- Developed and optimized the website and implemented SEO activities to improve search visibility and online presence.

CERTIFICATES

Digital Marketing

TCSion NQT Cognitive

64%