

Suresh Kanna M_[B.E./ECE]

Digital Marketing Executive

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Professional Summary

Detail-oriented and adaptable professional with 1.5 years of experience across technical support and digital marketing. After completing my degree, I dedicated four years to competitive exam preparation, an experience that strengthened my analytical thinking, resilience, and ability to quickly master complex concepts. I later transitioned into a digital marketing role, gaining hands-on experience in remote troubleshooting, client communication, campaign management, and resolving operational issues across digital platforms.

Proficient in Google Ads, SEMrush, Google Analytics, and Looker Studio, with a track record of improving digital visibility, optimizing ROI, and supporting clients through live chat and email-based technical assistance. Skilled in conversion tracking, keyword strategy, and content development, with a strong commitment to continuous learning and professional growth.

Professional Experience

Digital Marketing Intern — *Publicity Port* (Jun 2023 – Aug 2023)

- Assisted with live chat and email support for campaign setup, basic troubleshooting, and customer queries.
- Logged support interactions and ticket updates; coordinated with IT/technical teams to resolve issues efficiently
- Supported ad campaigns, A/B testing, and keyword research for SEO planning.
- Optimized 15+ blog posts; improved average dwell time by 160%.
- Analyzed social media metrics; helped raise engagement by 30%.

Digital Marketing Executive — *Publicity Port (Aug 2023 – Dec 2024)*

- Provided live chat and email-based technical support to clients, assisting with digital campaign setup, platform usage, and troubleshooting issues relating to ad delivery, tracking, and analytics tools.
- Worked on different CMS platforms for conversion tracking and communicated directly with clients to resolve campaign and technical issues.
- Managed Google Ads and Meta Ads for clients with INR 300K monthly budget; improved ROI by 28%.
- Conducted 150+ keyword audits using SEMrush and Google Search Console; improved organic traffic by 40%.
- Built client dashboards using Looker Studio and Google Sheets.
- Executed link-building for 5+ sites to boost domain authority.
- Collaborated on copy and design for SEO & PPC alignment; increased leads by 18%.

Freelancing — *Self Employed (Dec 2024 – Present)*

- Planned and wrote clear landing page copy for Cloudelu to explain Cost Aware Development and its benefits.
- Structured sections, headings, and CTAs to make the AWS cost problem and solution easy to follow.
- Created and refined blog content that supports Cloudelu's AWS cost optimization positioning.
- Guided Agrifarm on keywords, headlines, and product descriptions to sharpen SEO and messaging.
- Delivered work on time with clear communication, earning positive feedback for professionalism

Content - Medium Profile: <https://medium.com/@sureshkannam8>

- Publishes research-intensive blogs on topics such as natural history, sports psychology, business frameworks, and career development.
- Regularly explores topics like Artificial Intelligence, sports mindset, Mental Models, and self-development.
- Focus on delivering actionable insights and practical strategies through content.

Category	Skills
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Technical Support	Live Chat Support, Email Support, Ticketing Systems (JIRA), Troubleshooting, Remote Issue Resolution, Process Documentation
Digital Marketing	Project Management, Social Media Optimization, Content Writing, Campaign Analysis, Reporting, PPC, SEM Strategies, Conversion Rate Optimization (CRO), PPC Advertising
SEO Tools	Google Search Console, Google Analytics, Looker Studio, HubSpot, SEMrush, WordPress
Data Visualization & Analytics	Google Data Studio, Google Sheets, Agency Analytics, SpyFu, Canva, Excel, ChatGPT
Soft Skills	Communication, Presentation, Organization, Creative Problem-Solving, Teamwork, Active Listening, Adaptability, Analytical Thinking

Education

- B.E. ECE – KCG College of Technology, Chennai (2014–2018) – GPA: 6.7
- 12th Grade – SVMS, Kanchipuram (2014) – 89%
- 10th Grade – BDMS, Kanchipuram (2012) – 90%

Projects

- Performed in-depth competitor analysis to identify growth opportunities and content gaps.
- Conducted keyword research for a niche content project with 50+ high-intent keywords.
- Tracked rankings, CTR, and impressions; generated weekly reports using Looker Studio and Sheets.

Courses

- Product Marketing Course – Great Learning (Jul 2025) – Learned the foundations of product marketing, including customer personas, the product life cycle, and more.
- HubSpot SEO Course – HubSpot Academy (Jan 2025)
- Semrush Keyword Research Course – Semrush Academy (Jan 2025)
- Complete Content Writing Course – Udemy (Jan 2025)
- Foundations of Google Analytics – Google (Jun 2024)

Certifications

- HubSpot SEO Certification – [hubspot seo certificate.pdf](#)
- Semrush Keyword Research Certification – [Semrush certificate.pdf](#)
- Product Marketing Course – Great Learning - [Product marketing.pdf](#)

Date:
Location: Kanchipuram

Suresh Kanna M
(Signature)