

CONTACT

- 📍 Open to Relocation – Dubai, UAE
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EDUCATION

2022 - 2024
LOVELY PROFESSIONAL UNIVERSITY

- MBA – Digital Marketing

2019-2022
ST. JOSEPH’S COLLEGE

- Bachelor of Commerce (Accounting & Business Management)

SKILLS

- SEO & SEM
- PPC Advertising
- Social Media Marketing
- Content & Web Design
- Analytics & Reporting
- Effective Communication
- CapCut, VN (Video Editing)
- Canva (Design)
- Leadership

CERTIFICATIONS

- Google Ads Search
- Google Analytics (GA4)
- HubSpot Content Marketing

LANGUAGES

- English (Fluent)
- Tamil (Native)

SANTHOSH OMPRAKASH

Digital Marketing Specialist

PROFILE

Digital Marketing Specialist with 2+ years of experience in SEO, PPC, social media marketing, and web design. Skilled at delivering measurable ROI, improving search rankings, and scaling brand presence. Certified in Google Ads, GA4, and HubSpot Content Marketing. Open to full-time opportunities in Dubai.

WORK EXPERIENCE

Digital Marketing Specialist MAY 2024 – PRESENT
Media Dart

- Currently managing digital strategies for multiple clients across industries, with a strong focus on SEO and ROI-driven campaigns.
- Manage 7+ client campaigns, securing Top 3 Google rankings for competitive keywords.
 - Designed and launched 7+ websites (WordPress, HTML, CSS, JS).
 - Executed ROI-focused ad campaigns, boosting lead generation and client revenue.
 - Key Achievement — Consistently delivered measurable ROI, improving visibility and driving inbound leads.

Digital Marketing Lead Nov 2023 – May 2024
Heaven Automation Pvt Ltd

- Promoted to lead a newly formed marketing team and launch a new brand initiative.
- Built & managed a digital marketing team for brand “Drix.”
 - Scaled Instagram to 25K+ followers and Facebook to 6K+ followers.
 - Increased website traffic to 30K+ visits/month and generated 500+ monthly GMB calls.
 - Managed ₹50K+/month ads budget, improving CTR by 38% and reducing CPA by 21%.
 - Key Achievement — Drove 9X revenue growth through integrated SEO, Ads, and social campaigns.

Digital Marketing Intern Jun 2023 – Nov 2023
Heaven Automation Pvt Ltd

- First hands-on role in digital marketing, focused on brand building and organic growth.
- Launched social media channels and optimized the company website for SEO.
 - Managed Google Ads & social campaigns, driving consistent leads.
 - Achieved #1 keyword rankings and significant organic growth in <6 months.
 - Key Achievement — Built strong brand presence from scratch, ranking Top 3 in local searches.