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Top Skills

Digital Marketing Media
Content Management
Social Media Optimization (SMO)

Certifications

Digital Marketing Certified Associate
(DMCA)
YOAST SEO FOR BEGINNERS
Digital Marketing Basics Course
Google Mobile sites Certification
Certified Social Media Mastery
Specialist

Saravanan T

I help businesses & startups to 10X their business growth using ROI driven Digital Marketing Strategy | Generated 50 Million+ Revenue for our clients | Performance Marketing Specialist | AI & Automation Expert | Trainer

Chennai, Tamil Nadu, India

Summary

Digital Marketing Expert | Performance Marketing Specialist | GTM Expert | Business Growth Strategist

Empowering businesses & startups to scale with precision-driven digital marketing strategies.

About Me:

With a proven track record of fueling business growth, I specialize in crafting ROI-driven digital marketing strategies that have generated over 50 Million+ in revenue for our clients. At the core of my expertise lies a deep understanding of performance marketing, AI, automation technologies, and a passion for teaching and empowering the next generation of digital marketers.

What I Do:

- Business Growth: Leverage cutting-edge digital marketing techniques to 10X your business growth.
- Revenue Generation: Mastermind behind strategies generating over 50M+ revenue for diverse clientele.
- Performance Marketing Specialist: Expert in maximizing marketing ROI through targeted, results-oriented campaigns.
- AI & Automation: Innovator in employing AI and automation to streamline marketing efforts and enhance outcomes.
- Training & Empowerment: Dedicated trainer committed to equipping startups with the digital marketing prowess needed for success.

Why Connect With Me?

- Insights & Strategies: Stay ahead with actionable insights and strategies that drive substantial business growth.
- Collaboration Opportunities: Explore partnerships, collaborations, and opportunities to scale your business.
- Learning & Development: Access to premier training resources and mentorship in digital marketing and automation.

Let's Connect!

Whether you're looking to supercharge your business growth, interested in collaboration, or eager to learn the ropes of effective digital marketing, I'm here to help. Connect with me to unlock the full potential of your business in the digital arena

Connect with me on Whatsapp +91 8220254450 | Email Me @
digitalsaravanan.com@gmail.com

Experience

DigiMonk Agency

Founder & CEO

July 2021 - Present (3 years 6 months)

Chennai, Tamil Nadu, India

Overview:

As the Founder & CEO of DigiMonk Agency, I've amalgamated strategic foresight with a hands-on approach in digital marketing, steering the company and our clients towards unparalleled online success and revenue generation.

Crafting Revenue-Driven Digital Marketing Strategies:

- Strategic Leadership: Pioneered the creation of revenue-driven digital marketing strategies, ensuring maximized ROI for our diverse clientele.
- Paid Ads Mastery: Executed and optimized paid advertising campaigns across Facebook, Instagram, Google, and YouTube, ensuring targeted reach and conversion.

SEO Expertise for Global Clientele:

- End-to-End SEO: Developed and implemented comprehensive SEO strategies for international clients, enhancing their global online visibility and organic search performance.
- Client Success: Ensured client websites not only rank prominently in SERPs but also drive qualified traffic that converts, contributing to their global digital success.

Leading a Team of Certified Digital Marketing Professionals

- Team Development: Built and led a team of internationally certified digital marketing professionals, ensuring our strategies are innovative, effective, and ahead of the curve.
- Continuous Learning: Fostered a culture of continuous learning and adaptation to keep pace with the ever-evolving digital marketing landscape.

Let's Connect and Explore Collaborative Possibilities:

I am always eager to connect with fellow entrepreneurs, digital marketers, and businesses seeking to explore and maximize the digital space. Let's create digital success stories together!

Digital Saravanan

Founder & Head Digital Marketing

November 2019 - Present (5 years 2 months)

Chennai, Tamil Nadu, India

At Digital Saravanan, I spearhead a dynamic team of digital marketing professionals, harnessing the power of AI and data analytics to revolutionize marketing strategies for businesses across various sectors. Our focus is on delivering bespoke digital solutions that drive growth, enhance online presence, and foster long-term success for our clients.

Key Responsibilities:

- Strategic Leadership: As the Founder, I'm responsible for setting the strategic direction of the company. This involves analyzing market trends, identifying

growth opportunities, and ensuring that our services stay ahead of the digital curve.

- Client Relationship Management: Building and maintaining strong relationships with our diverse clientele, understanding their unique needs, and ensuring their utmost satisfaction with our services.
- Innovative Solution Development: Constantly innovating and implementing cutting-edge digital marketing strategies, including SEO, social media marketing, content marketing, and PPC campaigns, tailored to meet specific business objectives.
- Team Leadership and Development: Leading a team of skilled professionals, fostering a culture of continuous learning and innovation, and guiding them towards achieving collective and individual goals.
- Data-Driven Decision Making: Utilizing AI and analytics tools to derive actionable insights from data, thereby driving informed decision-making and optimizing campaign performance.
- Training and Workshops: Conducting workshops and training sessions on the latest digital marketing trends and AI applications in marketing, both internally for the team and externally for clients and industry peers.

Achievements:

- Successfully grew Digital Saravanan from a startup to a recognized brand in the digital marketing sphere within 3 Years.

Colourup Uniforms Pvt Ltd
Digital Marketing Specialist
May 2019 - November 2019 (7 months)
Perth, Australia

Overview

Thriving in the dynamic digital marketing landscape, I spearhead the creation of marketing funnels and drive substantial traffic to our website, specializing in delivering customized sportswear and uniforms across Australia and internationally.

Creating & Optimizing Marketing Funnels:

- SEO Mastery: Executed robust SEO strategies targeting the international market, elevating website visibility and organic traffic.
- PPC Expertise: Managed and optimized Pay Per Click advertising campaigns on platforms like Google and Bing Ads, ensuring a high ROI.
- SMM Enthusiast: Amplified brand presence and engagement through strategic Social Media Marketing across various platforms.

Elevating an E-Commerce Brand

- Niche Marketing: Positioned [Your Company Name] as a leader in providing customized sportswear and uniforms to schools, clubs, and businesses in Australia and globally.
- Content Creation: Crafted SEO-optimized content and engaged in prolific blogging to enhance our digital footprint and customer engagement.
- Website Audit: Conducted comprehensive website audits to identify and rectify SEO issues, enhancing site performance and user experience.

Link Building & Content Strategy

- Strategic Link Building: Implemented link-building strategies to enhance domain authority and improve search engine rankings.
- Content Strategy: Developed and executed a content strategy, ensuring consistency, relevance, and SEO optimization.

Targeting the International Market:

- Global SEO: Implemented SEO strategies tailored to international markets, ensuring our offerings resonate with diverse audiences.
- International PPC: Managed PPC campaigns targeting global audiences, optimizing for various regions and customer segments.

Social Eagle

Digital Marketing Executive

December 2018 - May 2019 (6 months)

Chennai, Tamil Nadu, India

Overview:

As a dedicated Digital Marketing Executive, I have been instrumental in crafting and executing high-impact marketing funnels and digital campaigns, driving measurable success across diverse client verticals. My role encompasses a blend of strategic planning, creative thinking, and data-driven marketing to enhance brand visibility and ROI.

Creating & Optimizing Marketing Funnels

- Strategic Development: Formulated marketing funnels tailored to client-specific goals, ensuring a seamless customer journey from awareness to conversion.
- Performance Monitoring: Continuously monitored and analyzed funnel performance, implementing optimizations to enhance conversion rates and customer acquisition.

Executing Multifaceted Digital Campaigns

- Campaign Management: Spearheaded digital campaigns across various platforms, including Google Ads, Facebook Ads, and LinkedIn, aligning with client objectives and target demographics.
- ROI Enhancement: Ensured maximized ROI through meticulous campaign management, A/B testing, and performance analysis.

Diversified Client Verticals

- Versatile Marketing: Applied versatile digital marketing strategies to cater to clients across different verticals, ensuring tailored approaches that resonate with specific audience segments.
- Client Success: Successfully enhanced online presence, lead generation, and customer conversion for clients through strategic digital marketing initiatives.

Let's Connect

I am always open to connecting with fellow marketing professionals, potential clients, and anyone passionate about the digital marketing landscape. Let's explore the boundless possibilities within digital marketing together!

SVS College of Engineering

Digital Marketing Specialist | Facebook Ads Specialist

July 2017 - December 2018 (1 year 6 months)

Coimbatore Area, India

Student Community Leader & Corporate Grooming Expert

Overview

Passionate about molding the next generation of corporate leaders, I've dedicated myself to interacting with and developing the student community, ensuring they are not just academically proficient but also corporate-ready.

Cultivating the Student Fraternity

Engagement: Spearheaded initiatives to create a robust student fraternity, fostering a network where students can interact, learn, and grow together.

Development: Implemented programs aimed at grooming students to seamlessly transition into the corporate level, enhancing their professional and interpersonal skills.

Organizing & Elevating Campus Events

- Innovative Events: Organized various events at campuses, designed to explore and elevate students' lateral thinking beyond their academic boundaries.

- Skill Development: Conducted workshops and sessions that focus on developing critical thinking, problem-solving, and innovative thinking among students.

Bridging Academia and Corporate

- Collaborations: Established partnerships with academic institutions to facilitate events, workshops, and programs that bridge the gap between academic learning and corporate expectations.
- Mentorship: Provided mentorship and guidance to students, ensuring they are equipped with the skills and knowledge needed to thrive in a corporate environment.

Let's Connect

Always eager to connect with students, educators, and professionals who share a similar passion for developing the future workforce. Let's explore collaborative opportunities and create impactful experiences for the student community

Education

SVS College Of Engineering

B.E.ECE, Electronics and communication · (2013 - 2017)

vidhya parthi higher secondary school, Dindigul

S.S.L.C and H.S.C, Computer Science · (2011 - 2013)