

J.S. RAGHAVAN

Digital Marketing & Branding Lead | Performance Marketing (Meta Ads, Google Ads) | SEO, AEO, GEO

Nagapattinam, TN (open to relocate to Chennai) | +91 99425 02245 | raghavanofficials@gmail.com | github.com/iamraghavan

PROFESSIONAL SUMMARY

Digital Marketing and Branding Lead with 3+ years of experience in performance marketing, lead generation and brand building for a 5-institution education group. Skilled in Meta Ads, Google Ads, SEO, AEO, GEO, AI agents and automation, Zoho Social, CRM lead management and Shopify, backed by a Computer Science degree and an MBA. Seeking a Digital Marketing Specialist or Performance Marketing role in Chennai.

PROFESSIONAL EXPERIENCE

Branding and Marketing Lead (with IT Support)2023 – Present

EGS Pillay Group of Institutions, Nagapattinam, Tamil Nadu

- Lead branding and marketing for 5+ institutions, keeping one consistent brand identity across digital, print and campus channels.
- Run admission campaigns on Meta Ads and Google Ads with a ₹1.5 lakh monthly budget, generating 4,000+ leads per admission season.
- Cut cost per lead by 30% (₹170 to ₹120) through audience testing, creative A/B tests and landing page improvements.
- Manage the CRM module for admission leads, capturing enquiries from ads and website forms and tracking follow-ups with the admissions team; lifted lead-to-admission conversion by 15%.
- Built and managed AI agents and chatbots to answer admission enquiries 24/7 and qualify leads before handing them to the admissions team, and used generative AI tools to speed up ad creative and content production.
- Increased organic website traffic by 60% through SEO, and optimized content for AEO and GEO to appear in Google AI Overviews and AI assistant answers.
- Executed offline campaigns (hoardings, newspaper ads, school outreach, education fairs) across Nagapattinam, Thiruvarur and Karaikal.
- Set up GA4, Google Tag Manager and Meta Pixel tracking, built custom web apps, maintained all institution websites and provided IT support.

CORE SKILLS

- **Performance Marketing:** Meta Ads, Google Ads (Search, Display, YouTube, Performance Max), lead generation, retargeting, A/B testing, CPL and ROAS optimization
- **Social Media and CRM:** Zoho Social (scheduling, social listening, analytics), content calendars, CRM lead management, pipeline tracking
- **SEO and AI Search:** SEO (on-page, technical, local), AEO, GEO, schema markup, Google Business Profile
- **Analytics:** Google Analytics 4, Google Tag Manager, Meta Pixel, Conversions API, Search Console
- **Branding:** brand positioning, brand presence, content strategy, offline and print campaigns
- **Web and E-commerce:** WordPress, Shopify (store setup, theme customization), custom web and app development, website management, IT support
- **AI and Automation:** AI agents and chatbots (lead qualification, WhatsApp and website enquiries), ChatGPT, Claude, Gemini, prompt engineering, AI-generated ad creatives and content, Meta Advantage+ and Google Performance Max AI campaigns, workflow automation (Zapier, Make, n8n)

EDUCATION

Master of Business Administration (MBA)2026

Dr. M.G.R. Educational and Research Institute, Chennai | A+ Grade

Bachelor of Science in Computer Science2023

EGS Pillay Arts and Science College, Nagapattinam | A+ Grade

CERTIFICATIONS

- **Google Analytics for Power Users** | Google | Issued Aug 2023 | Credential ID: BvosnYCvTYmQ7paRYJVQsw
- **Social Media Marketing** | HubSpot Academy | Issued Jun 2023 | Credential ID: ceeaa18e232134d869bb5c80de6952275