




Contact me

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 [+91 9894414148](tel:+919894414148)

Skills

- Meta Ads
- Google Ads
- CRO Optimization
- Google Analytics
- Collabrative
- WordPress

Certifications

- [Google Career Certificate](#)
- [Google Skill Shop](#)
- [Meta Blueprint](#)
- [Hubspot](#)
- Digital Vidya

Education

2023

PPC Specialization
Digital Vidya

2022 – 2025

BS in Digital Marketing
Southern New Hampshire University

2023

Google Careers - PPC
Coursera

Devalnath Manikandan

Digital Marketer - PPC Specialist

Dynamic Digital Marketer with a rich freelance background, presently advancing in Concentrated Digital Marketing undergraduate studies. Commanded over 5 lakhs in ad spend, translating to an over 800% ROAS across multiple campaigns. Eager to leverage this expertise in a reputable firm, fostering skill amplification and delivering innovative insights.

 [deval.manikandan](https://www.facebook.com/deval.manikandan)

 [devaljournal](https://www.instagram.com/devaljournal)

 [Devalnath Manikandan](https://www.linkedin.com/in/DevalnathManikandan)

Work experience

2023 – Present

Performance Marketing Trainee

Digital Vidya

Making and Managing Real time Ad Campaigns with Industry Experts

2022 – 2023

Freelance - PPC Specialization

Advertainment Agency

Over a six-month freelancing stint, I partnered with Appyard, Winscon, Ewiai, and AIFYN, managing a 2L ad budget. My campaigns routinely garnered over 8 times ROAS, enhancing their digital outreach. My core roles included Social Media Advertising and account management, complemented by crafting effective landing pages, which fostered a comfortable rapport with my clients.

2022

Digital Marketing Internship

Slowing Down Circle

I was responsible for Social Media Ads, WordPress Website Development, Editing video content for Instagram and creation of landing pages for social media campaigns.

Here is the link to my [Letter of Recommendation](#)

Projects

Capstone Project: Google Ads Strategy

Executed comprehensive keyword research for a digital marketing course landing page, structured Google Search Campaigns, and developed bidding strategies. Performed campaign setup, SQR analysis, and ad optimization, driving effective ROI.

Strategy-Based Meta Project

Established and managed a Shopify eCommerce store, integrated user-friendly technologies, and conducted market analysis focusing on product strategy. Executed and optimized multiple AD campaigns on Meta Platforms, scaling campaigns vertically and horizontally for better engagement and sales.

E-commerce Project

Led e-commerce operations, optimized Meta Ad Campaigns, and implemented remarketing strategies using website events and video views on Meta Platform to boost brand recognition and revenue. For the same Shopify Store mentioned Above.