BASIL PK

Digital Marketing Executive | Performance Marketing | SEO | Google Ads | Social Media

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PROFESSIONAL SUMMARY

Digital Marketing Executive with **4+ years of experience** in Google Ads, Meta Ads, SEO, social media marketing and lead generation. Hands-on expertise in GA4/GTM conversion tracking, campaign optimization and performance reporting. Experienced in managing multi-brand digital marketing campaigns, paid advertising budgets, audience targeting, SEO activities, social media campaigns, conversion tracking, and data-driven performance optimization.

CORE COMPETENCIES

- Digital Marketing Strategy
- Performance Marketing
- Search Engine Optimization (SEO)
- Search Engine Marketing (SEM)
- Social Media Marketing
- Google Ads
- Meta Ads
- Content Marketing
- Lead Generation
- Google Analytics 4 (GA4)
- Google Search Console
- Keyword Research
- Campaign Analytics
- A/B Testing
- Brand Management
- Landing Page Optimization

PROFESSIONAL EXPERIENCE

Digital Marketing Executive

Jun 2023 – Present

Skill Tech Group of Companies, Dubai, UAE

- Manage end-to-end digital marketing activities for **5+ brands** across paid advertising, SEO, social media, lead generation, and website performance.
- Manage Google Ads and Meta Ads campaigns with cumulative advertising spend exceeding **AED 250K+**, including campaign structure, targeting, bidding, budget allocation, and optimization.
- Optimize Google Search and Display campaigns through keyword research, ad group structuring, negative keywords, search-term analysis, bid management, and conversion optimization.
- Implement GA4 and Google Tag Manager conversion tracking for WhatsApp clicks, phone calls, enquiry forms, email clicks, and website conversions.
- Manage Facebook, Instagram, and LinkedIn pages through content planning, publishing, creative coordination, audience engagement, and social media optimization.
- Execute SEO activities including keyword research, on-page SEO, technical SEO, content optimization, internal linking, and organic performance monitoring.
- Monitor Google Ads, Meta Ads, GA4, and Google Search Console to evaluate traffic, leads, conversions, CPL, CPC, CTR, and overall campaign performance.

Freelance Social Media Specialist

Jan 2024 – Present

Zahra Tours and Travels, Dubai, UAE

- Manage **40+ Meta Ads campaigns monthly** focused on lead generation, audience targeting, creative testing, and campaign optimization.
- Manage monthly Meta Ads expenditure exceeding **AED 15K** while optimizing budget allocation based on campaign and audience performance.
- Analyze CTR, cost per result, conversions, audience performance, and campaign trends to identify optimization opportunities.
- Manage Facebook and Instagram activities including content planning, creative coordination, publishing, audience engagement, and page management.
- Conduct audience research and identify high-performing customer segments for targeted campaigns.
- Coordinate ad creatives and copy variations for Meta Ads testing and performance improvement.
- Monitor campaign metrics and prepare performance insights for ongoing marketing decisions.

Digital Marketing Executive
Dec 2022 – Jun 2023

Upskill Careers, Calicut, Kerala, India

- Managed Google Ads and Meta Ads campaigns for lead generation through keyword research, audience targeting, campaign testing, monitoring, and optimization.
- Implemented conversion tracking and analyzed CTR, CPC, conversions, and campaign performance to support data-driven optimization.
- Conducted keyword research and executed on-page SEO, technical SEO, content optimization, and off-page SEO activities.
- Monitored digital campaign and organic search performance to identify opportunities for improving traffic, leads, and conversions.

Digital Marketing Intern
Aug 2022 – Dec 2022

Quad Cubes, Calicut, Kerala, India

- Assisted with Google Ads and Meta Ads campaign setup, keyword research, audience targeting, campaign monitoring, and optimization.
- Supported SEO activities including keyword research, on-page optimization, content planning, and website optimization.
- Assisted with social media management, content coordination, campaign monitoring, and digital performance analysis.

TECHNICAL SKILLS

- **Paid Advertising:** Google Ads, Meta Ads Manager, Google Search Ads, Google Display Ads, PPC, Campaign Structuring, Keyword Strategy, Negative Keywords, Audience Targeting, Bidding, Budget Optimization, A/B Testing
- **SEO:** Keyword Research, On-Page SEO, Technical SEO, Content Optimization, Internal Linking, Off-Page SEO, Link Building, SEO Audits, Organic Search Optimization
- **Analytics & Tracking:** Google Analytics 4, Google Tag Manager, Google Search Console, Conversion Tracking, Website Analytics, Campaign Performance Analysis
- **Social Media:** Facebook, Instagram, LinkedIn, TikTok, Social Media Management, Content Planning, Creative Coordination, Audience Analysis, Creative Testing
- **Reporting & KPIs:** CPL, CPC, CTR, Conversions, Conversion Rate, Lead Quality, Website Traffic, Campaign ROI, Performance Reporting, Marketing Analytics

TOOLS & PLATFORMS

Google Ads | **Meta Ads Manager** | **Meta Business Suite** | **Google Analytics 4** | **Google Tag Manager** | **Google Search Console** | **Google Business Profile** | **Semrush**

EDUCATION

Bachelor of Business Administration (BBA)
University of Calicut, Kerala, India

Digital Marketing Certification
Calicut Digital Academy, Kerala, India

LANGUAGES

- English | Malayalam | Tamil

ADDITIONAL INFORMATION

- **Visa Status:** Work Visa
- **Notice Period:** 1 Month
- **Location:** Dubai, UAE