ABISHEK W

DIGITAL MARKETER

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SUMMARY

Digital marketer with hands-on experience in Meta Ads lead-generation campaigns across education, real estate, construction, recruitment and award promotions. Working knowledge of SEO, AEO, GEO, Google Ads, GA4 and Search Console. Looking for a digital marketing role where I can keep growing and deliver reliable results.

TECHNICAL SKILLS

- Advertising: Meta Ads, Google Ads, OpenAI Ads
- SEO: Keyword Research, On-Page SEO, Off-Page SEO, SEO Audit
- AI SEO: AEO (Answer Engine Optimization), GEO (Generative Engine Optimization)
- Analytics and Reporting: Google Analytics (GA4), Search Console, Campaign Reporting, Lead Quality Analysis
- Lead Generation: Audience Targeting, Campaign Management, Optimization
- Content and Design: Adobe Photoshop, Canva, AI-Assisted Ad Creatives, Social Media Marketing
- Email Marketing: Email Campaigns, Newsletter Design, Audience Segmentation
- Front-End Basics: HTML, CSS, Bootstrap

EXPERIENCE

Global AVN | Parvathipuram, Nagercoil **Jan 2026 – Present**

- Managed Meta Ads lead-generation campaigns across five industries, including education, real estate and construction.
- Created ad creatives and copy, and set up audience targeting, budgets and placements.
- Monitored campaign performance and reviewed lead quality to decide which ads and audiences to improve.
- Prepared campaign reports and shared performance updates.

Digital Marketing Internship | JClick Solutions, Nagercoil **Aug 2026 – Nov 2026**

- Trained in SEO, including keyword research, on-page and off-page optimization, AEO and GEO.
- Worked on Meta Ads and Google Ads campaigns, covering setup, audience targeting and optimization.
- Used Google Analytics (GA4) and Search Console to track website and campaign performance.
- Trained in email marketing, including newsletter design and audience segmentation.

PROJECTS

Meta Ads and Google Ads Campaigns | JClick Solutions

- Created and ran lead-generation campaigns, handling targeting, ad copy, creatives and budget setup.
- Monitored performance and optimized ads based on results and lead quality.

SEO Optimization | Personal Portfolio Website

- Performed an SEO audit of my portfolio website and fixed on-page issues.
- Conducted keyword research and optimized content for local search.
- Ranked the portfolio on the first page of Google for “digital marketing freelancer in Nagercoil.”
- Monitored indexing and search performance using Google Search Console.

EDUCATION

Bachelor of Engineering (B.E.) **2021 – 2025**

Stella Mary’s College of Engineering

- Major in Computer Science and Engineering.

Higher Secondary Certificate (HSC) **2020 – 2021**

Government Higher Secondary School, Eathamozhi

- Major in Computer Science.

CORE COMPETENCIES & LANGUAGES

- Analytical Thinking
- Adaptability
- Creativity
- Time Management
- Attention to Detail
- Communication
- **Languages:** Tamil, English