

PREM KUMAR

Senior Digital Marketing Specialist

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ABOUT ME

Senior Digital Marketing Specialist with 5 years of experience in addressing diverse digital marketing challenges through a systematic problem-solving approach. Highly knowledgeable in paid advertisement strategies, with proven success in managing and optimizing PPC campaigns across various platforms including Google Ads and Facebook Ads. Successfully increased website traffic by 30% and managed campaigns with daily budgets up to INR 50K. Known for goal-oriented strategies and a holistic approach to understanding market trends, making me a valuable asset in driving brand visibility and business growth.

EXPERIENCE

Julphar Dental Clinic —Senior Digital Marketing Specialist

Nov 2024 – Present

Julphar Dental Clinic is one of the Elite Dental Implant and Cosmetic Dental Clinic in UAE.

- Managing All Kind of Paid Ads Like Google Ads, Social Media Ads

Athulya Assisted Living Pvt. Ltd —Sr. Digital Marketing Executive

APR 2021 – Nov 2024

Athulya Assisted Living is one of the best Home Healthcare and Assisted Living service provider in Chennai.

- Create and Manage Google and Facebook Ad Campaigns
- Optimize the Ad Campaign to get more traffic and Enquiry
- Awarded the "**Bright Spark Award**" for exceptional digital marketing innovation.
- Experience in Email & WhatsApp Marketing Automation.

AdBee Solutions Pvt. Ltd — Digital Marketing Executive

NOV 2019 – APR 2021

AdBee Solutions is a Digital Marketing and Web Application Development Company in Trichy.

- Worked with Multiple UK Based Websites
- Performed All Kinds of SEO works for the Websites
- Optimized All the Content and Meta data for the websites.

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KEY SKILLS

- Google Ad
- Facebook Ads
- LinkedIn Ads
- Amazon Ads
- Email Marketing
- WhatsApp Marketing
- Marketing Automation
- Search Engine Optimization
- Social Media Optimization

KNOWLEDGE OF TOOLS

- Google Tag Manager
- Google Analytics GA4
- Google Search Console
- Microsoft Clarity
- Zoho Email Campaign
- Active Campaigns
- WATI
- Pabbly Connect
- Sell.do CRM
- AHREF
- SEMRUSH
- Hot jar

PROGRAMMING SKILL

- Html & CSS
- PHP
- JavaScript

OTHER INTERESTED DOMAINS

- Web Development
- Ethical Hacking

LANGUAGES

- Tamil (R-W-S)
- English (R-W-S)

EDUCATION

B. TECH-INFORMATION TECHNOLOGY

Mahendra College of Engineering, Salem

Anna University - 2015 - 2019

Percentage-64%

AWARDS & CERTIFICATES

- Awarded **Bright Spark** at the Athulya Senior Care Annual Meet 2023-2024.
- **GOOGLE ADS SEARCH CERTIFICATION** from **GOOGLE**
CERTIFICATE ID: 296053154.

WORKED PROJECTS

- **Dr.Al Dental Clinic** — www.dral.ae

Dr. Al Dental Clinic is a sub-brand of JICDC and an elite dental clinic in Dubai. We manage all kinds of paid advertisements, including creating and managing ads on Google and Facebook, such as search ads, display ads, and retargeting ads, to raise brand awareness and increase inquiries for conversions.

- **Julphar Implant and Cosmetic Dental Clinic** — www.julphardental.com

Julphar Dental Clinic is an elite dental clinic in Ras Al Khaimah, with two branches: one in Julphar Tower and another in Al Hamra. We manage all kinds of paid advertisements, including creating and managing ads on Google and Facebook, such as search ads, display ads, and retargeting ads, to raise brand awareness and increase inquiries for conversions.

- **Athulya Homecare** — www.athulyahomecare.com

They are an exclusive geriatric healthcare service provider in Chennai that offer doctor visits, home nursing, and home ICU care, and many more. Create and manage ads on Google and Facebook like Search ads, Display ads and Re-targeting ads to raise brand awareness and increase enquiry for conversion.

- **Athulya Assisted Living** — www.athulyaliving.com

Chennai-based Exclusive Assisted Living geriatric service provider with an exquisite approach to offering premium assisted living amenities. To develop brand visibility created a plethora of ads comprising Display, Search and Videos to achieve the target of enquiry within the budget.

- **Apollo Clinic, Guwahati** — www.apolloclinicguwahati.com

Famous multispecialty Clinic in Guwahati. Specially, I am Worked in Google Ads and Facebook ads for this Brand. Increased 2000 Footfall Per Month Via Google & Facebook Ads. Create and manage ads on Google and Facebook like Search ads, Display ads and Re-targeting ads to raise brand awareness and increased Number of conversions.

- **FIMS Hospitals** — www.fimshospitals.com

One of Coimbatore's top multispecialty hospitals providing medical care services with excellence. Personally, I worked on the website from the scratch. Transformed the WordPress website to a new PHP website, and did all the keyword research, content analysis, Meta writing, on-page SEO, and off-page SEO. Notably, website Keywords are ranked in Google's top ten results.

- **Healthabove60** — www.healthabove60.com

The Best Exclusive senior-based Homecare provider in Chennai, now renamed ATHULYA HOME HEALTHCARE. Have worked on this healthabove60.com website for several months, performing various off- page SEO operations. Although the website is no longer active, its keywords rank at the top of the search results due to the high quality of backlink construction.