

RAJAN A

Performance Marketing Specialist

CONTACT



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Chennai



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SKILLS

- Google Ads
- Meta Ads
- Social Media Marketing
- SEO
- Keyword Research
- Audience Targeting
- Conversion Tracking
- Campaign Optimization
- Lead Generation Funnels
- Landing Page Optimization
- Performance Analysis
- AI Marketing

TOOLS & PLATFORMS

- Meta Ads Manager
- Google Ads
- Google Tag Manager
- Google Analytics
- Canva
- WordPress
- HubSpot CRM
- Wati.io
- n8n Automation
- ZoomInfo
- Claude & Antigravity IDE

EDUCATION

MBA - Marketing (2018-2020)

St. Joseph's College, Tiruchirappalli
CGPA - 7.13

CERTIFICATION

- Digital Marketing - Digital Scholar
- AI Expert - Digital Scholar
- Email Marketing - HubSpot

PROFILE SUMMARY

- Aspiring Performance Marketing Specialist with 2+ years of experience in email marketing, lead generation, CRM management, and marketing operations. Experienced in executing email outreach campaigns, analyzing campaign performance, and generating qualified leads.
- Recently upskilled in Google Ads, Meta Ads, Google Analytics (GA4), Google Tag Manager (GTM), keyword research, audience targeting, landing page optimization, and conversion tracking through hands-on training and practical projects.
- Passionate about using data-driven strategies and AI-powered tools to help businesses achieve measurable growth.

WORK EXPERIENCE

TVS Next Limited

Marketing - Associate - (May 2022 to Sep 2024)

- Executed email outreach campaigns to generate qualified outbound leads and schedule meetings for the leadership team.
- Maintained accurate CRM records by updating lead information, campaign activities, and customer interactions.
- Prepared campaign performance reports and shared insights with the marketing, Sales and leadership teams.
- Created and managed monthly campaign calendars to organize outreach activities and meet business goals.
- Received the **Spot On Excellence** Award twice for outstanding contribution to campaign execution and lead generation.

Axis Bank Limited

CBG-RM (Assistant Manager) - (Nov 2020 to Apr 2022)

- Owned end-to-end support and relationship management for over 250 business customers with a combined portfolio worth ₹16.5 Crores.
- Resolved customer queries and service issues directly, often coordinating with internal departments to close requests.
- Acquired 8 new Forex (NTF) clients with a total portfolio value of 3 crores.

PROJECTS

Meta Ads Lead Generation Campaign | Solar Power Industry

- Designed** and executed a Meta lead generation campaign for JeeRayz solar power systems as a self-learning performance marketing project.
- Developed a lead generation funnel, designed ad creatives, and wrote conversion-focused ad copy.
- Analyzed campaign metrics including CPC, CPM, CTR, and conversions.