



SAYANA SURESH KP

Performance Marketing Executive
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PROFESSIONAL SUMMARY

Motivated fresher in Performance Marketing with hands-on experience in paid media, SEO, and data-driven campaign management. Certified in Google Ads, Meta Blueprint, and Google Analytics. Seeking a Performance Marketing Executive role with a Kerala-based digital agency to drive measurable client growth.

CORE SKILLS

Paid Media

Google Ads (Search & Video)
Meta Ads (Facebook & Instagram)
PPC Campaign Management
Conversion Rate Optimisation

Analytics & SEO

Google Analytics 4 (GA4)
SEO – On-page & Keyword Research
Performance Tracking & Reporting
A/B Testing Basics

Tools & Platforms

Google Ads Manager
Meta Business Suite
WordPress & MS Office
HubSpot & Email Marketing

WORK EXPERIENCE

Digital Marketing Intern | Epic Venture, Dubai

Performance Marketing & Campaign Support

- Supported paid ad campaigns on Google and Meta, tracking CTR, CPC, ROAS, and conversion rates to improve campaign efficiency.
- Conducted keyword research and on-page SEO strategies, improving organic search visibility for client websites.
- Planned and executed social media content calendars across Instagram, Facebook, and LinkedIn.
- Monitored ad creatives and suggested optimisations to reduce cost-per-lead across performance channels.
- Prepared weekly reports using Google Analytics and Meta Ads Manager with data-backed insights.

EDUCATION

GCC-Based Digital Marketing

Skill Mount Academy | 2025 – 2026

BA – English Literature

Maharaja's College, Ernakulam
Mahatma Gandhi University | 2025

CERTIFICATIONS

- Google Ads – Search & Video (Google Skillshop)
- Meta Blueprint – Meta Ads Certification
- Google Analytics 4 (GA4) Certification
- HubSpot Content Marketing Certification
- SEO Fundamentals – Skill Mount Academy

LANGUAGES

English (Professional)
Malayalam (Native)
Tamil (Conversational)

INTERESTS

Singing

Travelling

Reading