

# VIMAL RAJ S

WordPress Developer | SEO | Digital Marketing | Power BI

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📍 Chennai

## EDUCATION

Bachelor of comp sci  
VOC College thootukudi

Higher Secondary  
Sharon Matriculation Hr.Sec school

Secondary school  
Jayaraj annapackiam highSchool

## TOOLS

- **WordPress:** Elementor Pro, Wpbakery, Woocommerce
- **SEO:** Yoast SEO, Google Keyword Planner, SEMrush, PageSpeedInsights, Ahrefs.
- **SEM :**Google AdWords, Google Analytics, Google Search Console, Google Tag Manager, MS Clarity.
- **SMM:**Facebook, Instagram, WhatsApp, LinkedIn, Youtube, Hoot suite.
- **Email Marketing:** Mail chimp.
- **Google looker studio**
- **Power BI**

## PROFESSIONAL EXPERIENCE

### DESTINATION : Feb 2024 to Present

COMPANY NAME : Ramaussys Technologies Private Limited

- Developed and maintained fully customized WordPress themes and plugins using WPBakery and Elementor Pro, ensuring scalability, performance, and responsiveness for a variety of client needs.
- Built and optimized WooCommerce stores and Shopify websites, focusing on seamless user experience, high-performance checkout flows, and conversion-driven designs, while implementing advanced On-page SEO techniques to maximize search engine visibility.
- Implemented comprehensive SEO strategies, including On-page, Off-page, Technical, and Local SEO, across platforms such as WordPress, Shopify, HTML websites, and React.js applications, resulting in higher organic rankings and increased website traffic.
- Managed and optimized Google Ads campaigns end-to-end, from keyword research and ad copy creation to A/B testing landing pages, driving sales growth and improving lead conversion rates within predefined budgets.
- Oversaw Microsoft Advertising (Bing PPC) campaigns to expand reach beyond Google, ensuring maximum ROI and market coverage.
- Developed and managed social media strategies for platforms like Facebook, Instagram, and YouTube, leveraging Facebook Ads Manager to run engagement-driven campaigns and creating high-quality content to boost brand reach and follower growth.
- Designed visually appealing marketing materials and social media creatives using Canva, maintaining brand consistency across all digital touchpoints.
- Created and executed targeted email marketing campaigns through Mailchimp, segmenting audiences to nurture leads, track open rates and CTR, and enhance overall campaign effectiveness.
- Implemented advanced retargeting strategies using Google Tag Manager and Facebook Pixel, effectively re-engaging abandoned cart users and cold leads to increase conversions.
- Built and customized Power BI dashboards to consolidate marketing and business data, streamlining reporting processes and providing data-driven insights for decision-making and performance optimization.