

SIVASANKAR DUNABOINA

Digital Marketing Executive | Meta Ads & Performance Marketing Specialist

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PROFESSIONAL SUMMARY

Results-driven Digital Marketing Executive with 2+ years of progressive experience managing full-funnel Meta Ads campaigns, SEO strategies, and creative production across 7+ industries. Demonstrated ability to generate 2,500+ qualified leads, manage ₹1.9 lakh in ad spend, and deliver 2.3 million+ impressions — consistently achieving cost-per-lead as low as ₹28 through continuous data-driven optimization. Adept at handling multiple client accounts simultaneously, building high-converting landing pages, and producing performance-focused creative content for brands in Real Estate, Healthcare, EdTech, Interior Design, and HR sectors.

KEY ACHIEVEMENTS

2,500+ qualified leads generated **₹1.9L+** ad spend managed **2.3M+** impressions delivered
₹28 lowest CPL achieved **7+** industries managed **400+** WhatsApp & Messenger conversions

PROFESSIONAL EXPERIENCE

Digital Marketing Executive | Aria

May 2025 – Present

- Planned, executed, and optimised 15+ Meta Ads campaigns across Real Estate, Healthcare, Interior Design, and HR verticals, generating 2,500+ leads and 400+ WhatsApp/Messenger conversions with daily budgets ranging from ₹100 to ₹1,000 per campaign.
- Achieved a best-in-class cost-per-lead of ₹28 on healthcare lead-generation campaigns and ₹38 on influencer-style video campaigns by implementing rigorous A/B testing on creatives, headlines, and audience segments.
- Delivered 2.3 million+ total impressions and 2 lakh+ cumulative reach across all managed accounts; a single study-abroad campaign individually crossed 1.97 lakh impressions, demonstrating strong top-of-funnel execution.
- Scaled a Healthcare (Mattress) account to 519 leads in one campaign at ₹41 CPL, managing ₹21,500+ in ad spend with consistent week-on-week performance improvement through creative refresh and audience optimisation.
- Ran LinkedIn B2B Ads for HR and recruitment clients, generating 71 qualified employer leads across two campaigns with a combined budget of ₹14,000+, targeting decision-makers by industry, seniority, and geography.
- Designed and managed WordPress websites and high-converting landing pages for multiple clients, incorporating on-page SEO, technical SEO fixes, and conversion-rate optimisation to improve organic search rankings and form submissions.
- Produced performance-focused video content, short-form Reels, and ad creatives using CapCut, Filmora, Canva, and Adobe Photoshop, maintaining brand consistency across 7+ client accounts simultaneously.

Digital Marketing Executive | CITD India

November 2024 – April 2025

- Designed and executed Meta Ads lead-generation campaigns for Study Abroad clients, generating 82+ leads across multiple ad sets with cost-per-lead ranging between ₹69 and ₹89, demonstrating efficient budget utilisation on small daily spends.
- Managed Interior Design vertical campaigns generating a combined 187 leads, improving cost-per-lead from ₹308 to ₹52 — a 4x performance improvement — through iterative creative testing and refined audience targeting.
- Executed on-page and off-page SEO strategies for multiple client websites, conducting keyword research using SEMrush, Ahrefs, and Google Search Console to identify ranking opportunities and drive organic traffic growth.
- Managed and regularly updated WordPress websites for clients across various industries, including content updates, plugin maintenance, landing page additions, and mobile responsiveness improvements.
- Created structured monthly content calendars and managed posting schedules across Instagram, Facebook, and LinkedIn, growing page engagement and maintaining consistent brand voice for multiple client accounts.

Digital Marketing Executive | Brolly Digital Marketing Academy / Brolly Software Solutions

May 2024 – October 2024

- Executed comprehensive SEO activities including on-page optimisation, meta tag structuring, internal linking, and white-hat backlink building strategies to improve domain authority and keyword rankings for client websites.
- Designed a range of digital marketing creatives — static posts, promotional banners, and ad visuals — using Canva Pro, ensuring visual consistency aligned with each client's brand guidelines across Meta platforms.
- Managed end-to-end WordPress website design, content updates, theme customisation, and performance optimisation, ensuring fast loading speeds and mobile-friendly layouts for improved user experience.

- Assisted in planning and supporting lead-generation and digital marketing campaigns, gaining hands-on exposure to campaign structure, audience research, and performance reporting from the ground up.

CORE COMPETENCIES

Performance Marketing: Meta Ads (Lead Generation, Brand Awareness, Conversions), LinkedIn Ads, A/B Testing, Budget Optimisation, Custom & Lookalike Audiences, Retargeting, KPI Tracking (CPL, CTR, CPC, ROAS)

SEO & Analytics: On-page SEO, Technical SEO, Backlink Building, Keyword Research, Google Analytics 4 (GA4), Google Search Console, SEMrush, Ahrefs, Rank Math, Yoast SEO

Creative & Video: Canva Pro, Adobe Photoshop, CapCut, Filmora, Adobe Premiere Pro (Basic), Short-form Video & Reels Strategy

Website & CMS: WordPress, Elementor, Landing Page Design, Conversion Rate Optimisation, Wix, Webflow (Basic), cPanel

Social Media: Instagram, Facebook, LinkedIn — Content Strategy, Calendar Planning, Community Management, Brand Positioning

Tools & Platforms: Meta Business Suite, Meta Ads Manager, Facebook Pixel, Google Tag Manager, Hootsuite, Buffer, Mailchimp, HubSpot (Basic), Trello, Notion, Slack, Google Workspace

EDUCATION

MBA - Finance & Marketing 72%

Adikavi Nannaya University | 2021 - 2023

B.Com - Computer Applications 60%

LN G V Rao Modern College | 2017 - 2021

CERTIFICATIONS

- Google Ads Certification — Google Skillshop
- Digital Marketing Certification — (add platform: e.g. HubSpot / Meta Blueprint / Coursera)
- Graphic Design with Photoshop
- Marketing Foundations

KEY STRENGTHS

Data-Driven Decision Making • Multi-Client Campaign Management • Creative Thinking • Performance Optimisation • Client Relationship Management • Team Collaboration • Adaptability under Deadlines

PERSONAL DETAILS

Date of Birth: 25-12-1999 **Languages:** English, Telugu **Nationality:** Indian

I hereby declare that the above information is true and correct to the best of my knowledge and belief.