

ANANT SRIDEV

DIGITAL MARKETING TECHNOLOGY & ANALYTICS SPECIALIST

Marketing Automation | Performance Marketing | MarTech | Analytics | CRM | AI Automation

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PROFESSIONAL SUMMARY

Digital Marketing and Marketing Technology professional with 12+ years of overall professional experience and 10+ years of relevant digital marketing experience, with a digital marketing career beginning at Giri Trading Agency in 2015. Hands-on experience across performance marketing, marketing analytics, CRM, marketing automation, campaign measurement, website tracking, SEO and AI-assisted marketing workflows. Currently working at SolidPro Engineering Support Private Limited, Chennai, building marketing technology solutions, automation workflows and data-driven systems that connect marketing, CRM, analytics and technology teams.

CORE SKILLS

- Marketing Technology: Marketing Automation, AI Automation, MCP Workflows, API Integrations, Lead Lifecycle Automation, CRM Automation
- Analytics: GA4, Google Analytics API, Google Tag Manager, dataLayer, UTM Architecture, Attribution Tracking, Looker Studio, SQL, Excel, Data Quality
- Performance Marketing: Google Ads, Meta Ads, LinkedIn Ads, Search Campaigns, Lead Generation, CPL, CPA, CTR, CVR, ROAS, A/B Testing
- CRM and Operations: Zoho CRM, Saleshandy, Lead Management, Lead Nurturing, Email Automation, Marketing Operations
- Web and SEO: WordPress, Magento, Technical SEO, Schema Markup, AEO, GEO, Screaming Frog, SEMrush, Ahrefs, PostHog

PROFESSIONAL EXPERIENCE

SOLIDPRO ENGINEERING SUPPORT PRIVATE LIMITED - Chennai

Deputy Manager - Marketing

April 2026 - Present

- Work at the intersection of Digital Marketing, Marketing Technology, Analytics, Automation and Business Operations, supporting B2B marketing across multiple business verticals.
- Designed and developed internal marketing automation tools to reduce repetitive manual work and improve consistency across workflows.
- Developed an internal UTM generation system to standardize campaign parameters, naming conventions and tracking URLs across paid, social and outbound campaigns.
- Developed a dataLayer generation workflow to simplify the creation and management of website tracking requirements for GA4 and Google Tag Manager.
- Built a LinkedIn auto-posting workflow to streamline content publishing and reduce manual social media operations.
- Implemented Google Ads MCP, Saleshandy MCP and Zoho MCP workflows for AI-assisted marketing, outreach and CRM operations.
- Worked on Google Analytics API integration to retrieve and use analytics data programmatically for reporting and marketing analysis.
- Designed campaign tracking structures covering UTM parameters, campaign identifiers, ad variants, devices, networks, match types and custom parameters.
- Defined tracking requirements for campaigns, landing pages, lead forms and conversion journeys using GA4 and GTM.
- Supported paid campaigns across Google Ads and LinkedIn Ads, monitoring CPL, CTR, CVR, CPA, spend and lead volume.
- Worked on Zoho CRM-based lead management, lead lifecycle tracking and marketing workflows.
- Collaborated with marketing, sales, technology and internal stakeholders to translate business requirements into technical solutions.

ARK NEO FINANCIAL SERVICES PRIVATE LIMITED - Chennai

Digital Marketing Specialist

March 2022 - March 2026

- Planned and executed Google Ads Search campaigns targeting high-intent audiences, optimizing campaigns and landing pages to improve lead quality and conversion efficiency.
- Managed multi-channel performance marketing across Google Ads, Meta Ads and LinkedIn Ads, contributing to a 40% increase in qualified traffic while reducing CPL.
- Used Google Ads MCP to analyze campaign performance, campaign structure, search and keyword-level data, spend and conversion trends, enabling faster identification of optimization opportunities.
- Applied AI-assisted analysis to Google Ads campaign data to identify performance patterns, compare campaigns and support budget, targeting and optimization decisions.
- Implemented a CRM setup with developer support, including automation workflows to streamline lead management and improve MQL-to-SQL conversion.
- Implemented and managed Google Analytics, Google Tag Manager and attribution tracking to measure website events, campaign performance and user interactions.
- Executed targeted email marketing campaigns and A/B testing to improve campaign performance.
- Developed SQL queries and reporting structures for marketing analysis and dashboards.
- Worked on SEO, technical SEO, content optimization and structured data including FAQ, HowTo and Article schema.
- Improved organic landing pages and conversion journeys, contributing to a 25% increase in lead-to-conversion rate.

PEPPERS MEDIA PRIVATE LIMITED - Chennai

Executive - Digital Marketing

January 2021 - March 2022

- Managed PPC and social media campaigns, including lead-generation campaigns targeting the U.S. market.
- Planned digital campaigns to generate leads and client opportunities and created client pitch decks and presentations.

GIRI TRADING AGENCY PRIVATE LIMITED - Chennai

Executive - Digital Marketing

October 2015 - December 2020

- Started my professional digital marketing career, managing SEO, PPC, landing page optimization and social media marketing.
- Developed digital marketing strategies, advertising budgets and campaign plans across SEO, PPC, landing pages and social media.
- Managed Google Shopping and Facebook commerce campaigns.

- Scaled performance marketing budgets from ₹0.5 lakh/month to ₹3 lakh/month across U.S., Canada and Indian markets.
- Implemented Universal Analytics on WordPress websites with pageview, event, goal and conversion tracking.

POLYHOSE INDIA RUBBER PRIVATE LIMITED - Chennai

Trainee

November 2013 - August 2015

- Gained early professional experience in an industrial and manufacturing business environment before transitioning into digital marketing.
- Gained exposure to structured business operations and corporate working environments.

XTREME ADVERTISERS - Tenkasi

Trainee

June 2013 - October 2013

- Managed and published content on Facebook pages owned by the brand.
- Supported the execution of local television promotional advertisements for regional clients.

SELECTED MARKETING TECHNOLOGY PROJECTS

- Google Ads MCP: Built and used MCP-enabled workflows to access and analyze campaign data, identify performance trends and support campaign optimization decisions.
- Saleshandy MCP: Built MCP-enabled workflows to support AI-assisted outbound and email campaign operations.
- Zoho MCP: Built MCP-enabled workflows connecting CRM information with AI-assisted marketing and operational workflows.
- Google Analytics API Integration: Worked on programmatic analytics data retrieval for reporting and marketing analysis.
- UTM Management Tool: Built an internal UTM generation workflow for standardized campaign naming and tracking parameters.
- dataLayer Generator: Built a structured workflow for generating website dataLayer requirements and improving consistency between development and analytics implementation.
- LinkedIn Auto Poster: Built an internal automation workflow for streamlining LinkedIn content publishing.

KEY DATA POINTS

- 12+ years of overall professional experience
- 10+ years of relevant digital marketing experience
- 40% increase in qualified traffic at Ark Neo while reducing CPL
- 25% increase in lead-to-conversion rate through landing-page optimization
- ₹0.5L to ₹3L/month performance marketing budget scaled at Giri Trading
- Built multiple internal MarTech, tracking, analytics and AI automation tools

EDUCATION AND CERTIFICATIONS

- Bachelor of Technology - Kamaraj College of Engineering and Technology, Anna University, Chennai | 2009-2013 | CGPA 6.77
- Certifications: Certified in Digital Marketing | SEO Essentials with Semrush | Google Ads and Analytics