Satya Ranjan Swain

Performance Marketing Specialist | Paid Ads & Lead Generation

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Profile

Performance Marketing Specialist with 2.5+ years of experience in paid campaigns, lead generation, and conversion optimization. Contributed 30–35% of annual revenue through performance-driven strategies and funnel optimization. Improved website performance 3 times by optimizing On-Page, Off-Page, and Technical-SEO.

Experience

Digital Marketing Executive | Avakaza Geoscience Research Technologies (AGSRT)
Jan 2024 – Present

Key Achievements:

- Contributed **32–35% of the company's total annual revenue** through digital lead generation and conversions.
- Drove consistent **lead-to-admission conversions** through SEO, paid campaigns, and organic outreach.
- Increased website traffic & visibility by **50%–90% in monthly users** through SEO and content improvements.
- Improved website click performance by **230%+** through search optimization and ranking improvements.
- Strengthened overall SEO performance by implementing **technical fixes, on-page optimization, and structured content strategy**

Performance Marketing & Campaign Execution

- Managed Meta Ads campaigns for lead generation, optimizing CPC, CTR, and conversions
- Executed audience targeting and retargeting strategies to improve lead quality.
- Optimized landing pages and funnel flow to increase conversion rates.
- Monitored campaign performance using Google Analytics and Meta Ads Manager.

Supporting Growth Activities

- Performed keyword research using Ahrefs and SEMrush to support campaign targeting.
- Built 400+ backlinks with a ratio of **70:30** to improve domain authority and organic support.
- Conducted website audits in **SEMRUSH** and implemented technical fixes to improve performance.

- Managed email campaigns and remarketing workflows to nurture leads.

Internships

- SEO Intern | SEOCZAR IT Services – 3 months (Paid | On-Site)
- Social Media Intern | Ananta Resource Management – 3 months (Unpaid | WFH)
- Social Media Intern | Aashaman Foundation – 2 months (Unpaid | WFH)

Skills

Core Skills

- Performance Marketing.
- Lead Generation
- Conversion Optimization
- Funnel Optimization.
- Campaign Strategy & Execution
- Audience Targeting & Retargeting

Advertising Platforms

- **Meta Ads** (Facebook & Instagram Ads)
- Meta Business Suite
- Google Ads
- LinkedIn Ads
- YouTube

Analytics & Tracking

- Google Analytics (GA4)
- Meta Pixel
- Google Tag Manager
- Google Search Console

Designing & Content Creation

- Canva
- Microsoft Clipchamp (Video Editing Tool)
- Photoshop (Basics)
- Wondershare Filmora (Basics to Moderate)
- Content Copywriting using AI Tools (ChatGPT, Gemini, Google AI Studio)

Tools

- **Ahrefs** (Keyword research, search volume, keyword difficulty analysis)
- **SEMrush** (Technical SEO audits, site health monitoring, issue resolution and optimization)
- **Google Trends** (Search trend analysis and topic validation)
- **ChatGPT, Gemini, Claude, Google AI Studia & Other AI Tools** (SEO content creation, optimization, and workflow support)

Education

- MBA – Marketing & HR (2019–2021)
- B.Sc Mathematics (2014–2017)