K R ANANTHA NARAYANAN

DIGITAL MARKETING STRATEGIST | SEO & PERFORMANCE MARKETING | GROWTH CONSULTANT

Chennai, India • Digi Ananth • digiananth.com • Contact details / LinkedIn: add before sharing

PROFESSIONAL PROFILE

Digital marketing professional with a career timeline beginning August 2016 and hands-on experience across SEO, local search, Meta Ads, content strategy, social media, lead generation and conversion-focused websites. Combines audit-led planning with campaign execution, analytics and reporting to help businesses improve discoverability, acquire qualified enquiries and build sustainable digital assets. Author of “Veracious Content Marketing”.

CORE EXPERTISE

SEO & Technical Audits • Google Business Profile / Local SEO • Meta Ads & Lead Generation • Performance Marketing • Keyword & Content Strategy • Google Search Console & Analytics • Shopify & Website Development • Conversion Tracking • Campaign Reporting • Social Media Strategy

PROFESSIONAL EXPERIENCE

Digital Marketing Consultant / Freelance Professional — Digi Ananth | Current practice

- Plan and execute digital marketing strategies for small businesses and e-commerce brands, aligning SEO, paid media, content and websites to business goals.
- Conduct website and search visibility audits; identify technical, on-page, keyword, content and local search opportunities; translate findings into prioritized action plans.
- Develop Meta Ads lead-generation approaches including audience segmentation, creative testing, conversion tracking and ongoing optimization.
- Build and refine Shopify and business websites with attention to product-page messaging, mobile experience, analytics events and conversion paths.
- Use Google Search Console and Google Analytics to monitor performance, explain results and recommend next actions; communicate findings through periodic reports and walkthroughs.

Digital Marketing Career Timeline | August 2016 – October 2026

Career period provided for this resume. Earlier organizations, role titles and employment dates require confirmation before a detailed chronological employment history can be stated accurately.

SELECTED PROJECT EXPERIENCE

- Sanjith Housing — SEO content planning for Chennai construction-related search intent, including construction cost and contracting topics.
- MoveDaily — Shopify one-product storefront work, product positioning and Meta Pixel event implementation across key customer actions.
- CorpCarts — E-commerce website positioning and product-page experience for corporate gifting and related products.
- Aavanyae — E-commerce brand launch messaging and early-stage digital storefront positioning.

WORKING METHOD

Audit & discovery → business and audience goals → keyword / funnel strategy → implementation → conversion measurement → monthly review and optimization.

PUBLICATION & PROFESSIONAL HIGHLIGHTS

- Author — “Veracious Content Marketing”, an e-book focused on content marketing.
- Experienced in communicating digital growth concepts and practical service offerings to business-owner audiences.

TOOLS & PLATFORMS

Google Search Console • Google Analytics • Google Business Profile • Meta Ads Manager / Pixel • Shopify • Website CMS tools • Loom

ADDITIONAL DETAILS TO VERIFY BEFORE APPLYING

Add exact previous employers and employment dates (August 2016 onward), qualifications, LinkedIn URL, verified campaign results, certifications and preferred contact details. Avoid publishing unverified ROI, ranking or lead-volume claims.