

ANIRUDH CHUGH

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PROFESSIONAL SUMMARY

Digital Marketing Specialist with 5 years of hands-on experience across SEO, Google Ads (Search/Display/Remarketing), CRO, marketing automation, and analytics for e-commerce and B2B brands. Delivered measurable outcomes, including +30% organic traffic in 6 months and an average Google Ads ROAS of 6.1 while managing budgets up to USD 3,000/month. Strong in GA4, GTM, Looker Studio (Data Studio), SEMrush, Ahrefs, Screaming Frog, Meta Ads, Mailchimp, and HubSpot; skilled at turning CTR/CPC/CPA/ROAS data into clear next actions for stakeholders. Currently pursuing an MSc in Digital Marketing at the University of Galway.

CORE SKILLS

Paid Media: Google Ads (Search, Display, Remarketing), Meta Ads, PPC campaign optimisation, budget allocation, negative keywords, search term clean-ups.

SEO: Technical SEO audits, on-page optimisation, keyword research, content briefs aligned to search intent, internal linking, crawl/indexation checks.

Analytics and Reporting: GA4, GTM, Looker Studio (Data Studio), performance reporting, conversion tracking, funnel KPI monitoring.

Email and Automation: Mailchimp, HubSpot, segmentation, A/B testing, workflow automation.

Tools: SEMrush, Ahrefs, Screaming Frog.

Soft Skills: Analytical thinking, communication, team collaboration, and strategic planning.

EXPERIENCE

SEO and Meta Ads Consultant

Stryda Solutions

Mar 2026 - Present

Galway, County Galway, Ireland (Remote)

- Support SEO and Meta Ads execution across client accounts, including keyword research, on-page optimisation, audience targeting, campaign setup, and performance monitoring.
- Optimise Meta Ads campaigns through audience refinement, creative testing, budget allocation, and funnel analysis to improve efficiency and lead quality.
- Conduct technical and on-page SEO reviews, including metadata updates, internal linking improvements, crawl/indexation checks, and content recommendations.
- Track and report campaign and website performance using GA4, GTM, and Looker Studio, translating data into clear actions and stakeholder insights.

Digital Marketing Consultant

ODV Digital

Jan 2026 - Present

County Dublin, Ireland

- Plan, launch, and optimise Google Ads campaigns (Search, Display, remarketing), including account structure, keyword strategy, ad copy, extensions, and bidding to improve conversions and ROI.
- Conduct ongoing PPC performance analysis (CTR, CPC, CPA, ROAS), identify wasted spend, and implement negative keywords, search term clean-ups, and budget reallocation to improve efficiency.
- Execute SEO audits (technical + on-page), including crawl/indexation checks, metadata optimisation, internal linking improvements, and fixing priority issues impacting rankings.
- Perform keyword research and map keywords to pages; create/refresh content briefs that match search intent and support topical authority.
- Track and report performance using GA4 (and related analytics/tagging setups where needed), translating data into clear weekly/monthly insights and next actions for stakeholders.

Digital Marketing Specialist
Pro Crypto Marketing

Oct 2022 - August 2025
Indore, India

- Executed end-to-end SEO and content marketing strategies that increased organic traffic by 30% within 6 months.
- Managed Google Ads campaigns with an average ROAS of 6.1, handling budgets up to USD 3000/month.
- Implemented automated email marketing workflows (Mailchimp, HubSpot), improving engagement by 45%.
- Used GA4, GTM, and Data Studio to monitor KPIs and optimize funnel conversions.
- Collaborated with external agencies and creatives to improve paid social ROAS by 25%.

Digital Marketing Executive
GoogleAlgorithm

Apr 2020 - Sep 2022
Indore, India

- Ran PPC and Meta Ads campaigns, boosting lead conversions by 25%.
- Increased email open rates by 30% using segmentation and A/B tested subject lines.
- Built affiliate marketing partnerships that contributed to 15% of sales.
- Enhanced product listings on Amazon and Etsy, growing sales by 50% over 18 months.

ADDITIONAL EXPERIENCE

Digital Marketing Intern
BYJU'S

Oct 2019 – Mar 2020
Indore, India

- Assisted with campaign execution and weekly performance reporting across digital channels, supporting senior marketers with research and optimisations.
- Contributed to content and basic SEO/PPC tasks (e.g., keyword research, ad copy support, landing page checks) as part of the internship.

EDUCATION

Bachelor of Commerce, Delhi University
MSc Digital Marketing, University of Galway

June 2018 - May 2021
Sep 2025 - Sep 2026

KEY ACHIEVEMENTS

Improved Conversion Rates: Developed customer-focused campaigns improving online conversion rates by 15% in the first year.

Google Ads Efficiency Award: Recognized for optimizing ad performance and increasing click-through rates by 20% through strategic initiatives.

Increased Email Campaign Efficiency: Automated email workflows using tools like Mailchimp and HubSpot, leading to a 40% increase in campaign efficiency.

CERTIFICATIONS

Advanced Google Analytics: Certified by Google and covers data tracking, visualization, and analysis techniques.

Google ADS Certification: A detailed program that provided expertise in creating, managing, and optimizing Google Ads campaigns.

Hubspot Content Marketing Certification: A comprehensive certification that emphasized content creation, distribution, and promotion strategies.

Advanced SEO Certification: An in-depth course focusing on advanced SEO strategies, including technical SEO, on-page and off-page optimization, and the use of analytical tools.