

# AJAY SANKAR RS

Digital Marketing | SEO & Website | Ads | Social Media Strategy | AI Creatives  
+91 97906 42990 | [ajaysankar.02@gmail.com](mailto:ajaysankar.02@gmail.com) | [ajaysadverto.com](http://ajaysadverto.com) | [linkedin.com/in/ajay-sankar-833b9b269](https://linkedin.com/in/ajay-sankar-833b9b269) | Tirupur

## PROFILE

Digital Marketing professional with hands-on experience in SEO, Meta Ads, social media strategy, and AI-assisted content creation. Skilled in website development, paid campaigns, and content strategy for healthcare and FMCG brands. Improved Google SERP and AI search visibility through structured SEO and content optimisation.

## SKILLS

SEO (On-page, Technical, Off-page) • Keyword Research & Competitor Analysis • Meta Ads Campaign Management • Local SEO & GBP  
Social Media & Instagram Strategy • WordPress Website Development • AI Content & Creatives • Google Analytics & Search Console

## EXPERIENCE

### Digital Marketing Junior – Social Cameo, Chennai

- SEO for Dr. Archana IVF — On Page SEO, technical SEO (sitemaps, robots.txt, indexing), Schema.org JSON-LD
- Google Ads for Dr. Archana IVF — built campaigns from scratch, resolved policy violations, built a landing page, generated calls & form fill leads
- Meta Ads for The Birthwave Clinic — ran blood test lead generation campaign, generated qualified leads; ideated ads for strength training
- Built landing page using Claude for The Birthwave Google Ads (strength training campaign)
- Social media management for The Birthwave Clinic (Dr. Adithi — Pelvic Floor Physio) — content planning, strategy & posting
- WordPress & Elementor website development for Roots of Law Academy (+ SEO organic leads) and Epiglow Skin, Hair & Aesthetics
- Managed client communication, briefs, feedback, and deliverable timelines across multiple accounts

### Digital Marketing Intern – Weboin Digital Marketing Agency, Chennai | 3 Months

- Executed on-page, off-page, and technical SEO; conducted site audits, keyword research, and competitor analysis
- Wrote ad copies, blogs, and SEO content; created AI-generated marketing videos
- Performed guest post outreach, backlink acquisition, and managed workflow across projects

### Operations & Marketing Management – Dhanalakshmi Agro Industries, Tirupur

- Managed daily operations, employee workflow, and led edible oil marketing team
- Handled accounts payable/receivable; developed understanding of brand positioning and customer behaviour

## PROJECTS

### Personal Website SEO & AI Visibility — Ajaysadverto

- Built and optimised WordPress site from scratch; ranked for target keywords and achieved visibility in Google AI Overview, ChatGPT, Gemini, and Google AI Mode

### Website Development & SEO — Women's Hostel (Team of 2)

- Delivered complete website and SEO strategy; ranked GBP and website for multiple keywords on Google and LLM platforms; produced monthly SEO reports

### Meta Ads Lead Generation — FMCG Retail Product (Team of 2)

- Set up and managed Meta Ads campaigns; created ad copies, creatives, and targeting strategy; generated qualified leads

## EDUCATION & CERTIFICATIONS

**Digital Marketing & AI** – Digital Scholar, Chennai (Sep 2025 – Mar 2026) | Modules: SEO, Meta Ads, Google Ads, AI Automation, Social Media Marketing

**B.Voc. Food Processing Technology** – PSG College of Arts & Science, Coimbatore (2021)