

Pradeep Alure

Digital Marketing Executive | Google Ads | Meta Ads | SEO | Social Media Strategist |

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PROFESSIONAL SUMMARY

Results-driven Digital Marketing Professional with over 2+ years of experience in executing data-driven strategies that drive brand visibility, lead generation, And customer engagement. Proficient in SEO, Google Ads, Social Media Marketing, and analytics with a strong understanding of marketing funnels and campaign optimization. Adept at collaborating with cross-functional teams and adapting to dynamic digital trends. Strategic and performance-driven, **Digital Marketing Executive** with 1.6 + years of experience managing full-funnel digital campaigns for B2B and B2C clients. with a proven track record of increasing visibility, engagement, and ROI. Skilled in managing local SEO, paid campaigns, and performance analytics for clients in tech, education, health, And lifestyle sectors.

Experience

Digital Marketing Executive @ Bergguren Holdings	Apr 2025 –June 2025
- Developed and implemented digital strategies that increased lead generation by 30% within 3 months. - Managed ₹1L/month digital ad budget across Google and Meta platforms. - Conducted on-page and off-page SEO, resulting in a 50% increase in organic traffic. - Optimized landing pages and ad creatives to reduce CPL by 35%. - Created and executed monthly content calendars across platforms. - Led a team of 3 marketing associates to execute campaign strategies and meet KPIs. - Interfaced with clients and internal teams to align campaign goals with business objectives. - Oversaw brand development initiatives and ensured consistent messaging across all channels.	
Digital Marketing Executive @ DigiOps Softech Pvt. Ltd.	Jan 2024 – Mar 2025
- Handled digital marketing campaigns for multiple clients across healthcare, real estate, and IT sectors. FMCG Products. - Increased organic website traffic by 40% through technical SEO and content marketing strategies - Created and managed targeted Google Ads & Facebook Ads campaigns, achieving a 30% lower CPL than industry benchmarks for B2C lead generation. - Conducted A/B testing on ad copy and landing pages, maximizing conversion rates and reducing acquisition costs. - Optimized GMB listings for 15+ local/global businesses, improving map pack rankings by 65%. - Developed and implemented monthly social media calendars that boosted engagement by 50%. - Launched and optimized Meta Ads campaigns with A/B testing and audience segmentation. - Achieved CPL 30% lower than industry benchmarks for B2C lead generation. - Performed keyword research with Ubersuggest and Google Keyword Planner to support SEO content. - Collaborated on creative assets including reels, banners, and short-form videos. - Acted as primary point of contact for clients and provided regular updates and reports. - Managed client expectations and built long-term relationships through consistent communication and results. - Contributed to brand strategy discussions and implementation for various client project. - Tools used: Google Ads, Facebook Ads Manager, GA4, Ahrefs, Canva, WordPress.	
Clients: - Jolaali – https://jolaali.in/ - Bellona Spa – https://www.bellonaspa.com/ - Pravarsha Dairy – https://pravarshaindustries.com/ - iMark Developers – https://imark.in/ - Fire Stone Grill – https://firestonegrill.in/	

Education

Visvesvaraya Technological University (VTU) Belgaum Karnataka	Jan 2022 - Dec 2023
Master in Business Administration (Marketing) – 74.4%	
Gulbarga University (GUG) Kalaburgi Karnataka	Aug 2018 – Nov 2021
Bachelor of Business Management (Marketing) – 72.2%	

Key Skills

- Digital Marketing Strategy
- Google Ads (Search, Display, Remarketing)
- Meta (Facebook/Instagram) Ads
- Search Engine Optimization (On-page, Off-page, Technical)
- Social Media Management & Content Planning
- Conversion Rate Optimization (CRO)
- Google Analytics (GA4), Tag Manager, Data Studio
- Email Marketing (Mailchimp, HubSpot)
- CRM Tools (HubSpot, Salesforce, Zoho)
- Team Leadership & Cross-Functional Collaboration
- Keyword Research (SEMrush, Ahrefs, Google Keyword Planner)
- Team Leadership & Cross-Functional Collaboration
- Client Communication & Account Management
- Brand Positioning & Identity Development
- Budget Management & ROI Optimization
- A/B Testing & Retargeting
- Canva, ChatGPT, HTML/CSS, Ubersuggest
- Project Tools: Trello, Asana, Notion

Tools Used

Google Ads, Meta Business Suite, GA4, SEMrush, Ubersuggest, Canva, ChatGPT, Trello, Asana, Notion, WordPress, Mailchimp, Moz, Looker Studio, Buffer ,

And Some AI Tools: Google Trends, Loom, Copy.ai, Social Blade, Marketo, Hotjar, Zoho

Achievements

- Secured 1st Rank in Collage and got 2nd prize in VTU Essay competition and honored with a silver trophy and a certificate
- HOD Addressed me as the best project report of the batch 2023 and honored with a silver medal