SAKTHI MURUGAN G

AI-Driven Digital Marketing & AI Automation | Social Media Marketing | Website Management

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PROFESSIONAL SUMMARY

Digital Marketer with nearly 4 years of experience, now specialized in Generative AI, **AI-powered website creation**, and **automation workflows**. Proven expertise in **Google Ads, SEM, SEO, content creation, social media strategy, paid promotions, lead generation, and website management**. Skilled in improving brand visibility, driving engagement, and generating quality leads through organic & paid channels. Proven expertise in **designing creatives, managing online presence**, and **executing targeted campaigns** for business growth.

PROFESSIONAL EXPERIENCE

Marketing Executive — RiskOpsAI (USA – Remote)   **Jun 2024 – Dec 2025**

- Designed AI-assisted content and social media workflows
- Managed daily social media posting and content strategies improving engagement and reach.
- Created social creatives, blog banners, infographics, ads and website graphics.
- Handled LinkedIn marketing activities including lead forms, outreach posts, and audience targeting.
- Updated website content, improved on-page SEO elements, and monitored analytics performance.
- Supported B2B lead-generation through landing pages, email content, and promotional campaigns.

Digital Marketing Executive — ROX Hi-Tech Limited, Chennai   **Jan 2023 – May 2024**

- Managed social media pages (LinkedIn, Facebook, Instagram) for daily branding activities.
- Created promotional creatives, banners, internal communication designs, and campaign visuals.
- Assisted with website updates, blog uploads, and basic SEO tasks.
- Supported performance marketing and email campaigns for lead generation.

Client Success Manager   **Jul 2022 – Oct 2022**

Digital Marketing Intern — StrongBox IT, Chennai   **Apr 2022 – Jun 2022**

- Handled client communication, coordinated marketing content, and managed online brand presence.
- Assisted with social media planning, SEO research, and basic website updates.
- Designed social posts, ad banners, and digital marketing creatives.

CORE SKILLS

Programming & Tech: Python, VS Code, Replit, Google Antigravity, n8n

AI / GenAI Tools: Prompt Engineering & Context Design, CGPT, Claude, Google AI Studio, Lovable AI

Social Media Marketing: Content Planning, Scheduling, Organic Growth, Brand Management

Lead Generation: LinkedIn Ads, Google Ads (Lead Form), Meta Ads, CRM

Website Management: WordPress Updates, SEO Basics, Copywriting, Landing Page Optimization

Design Tools: Photoshop, Illustrator, Figma, Canva

Analytics: Google Analytics, Campaign Reporting

EDUCATION

MBA – Marketing & Operations   (2020–2022)

Sri Sairam Engineering College, Chennai — 7.8 CGPA

BBA – Business Administration   (2017–2020)

PSR Arts & Science College, Sivakasi

COURSES

GENAI ARCHITECT COURSE: Hands-on training in AI tools, prompt engineering, RAG systems, and automation platforms like n8n.

MASTER IN DIGITAL MARKETING: Internship program with Challenges INMAKES Learning Hub

DIGITAL MARKETING 101: Learning professional Skills on SKILL UP by Simplilearn

BUSINESS ANALYSIS BASICS: Learning professional Skills on SKILL UP by Simplilearn