Moneshwar Ragouraman

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SUMMARY

Accomplished digital marketer with a background in overseeing advertising campaigns, brand strategy development, social media management and content creation. Demonstrated experience in ad performance optimization and excellent client satisfaction. Experienced in leveraging a range of marketing and analytics tools to analyze and produce insights.

SKILLS

- Digital Marketing Strategy
- Content Creation and Automation
- Leadership
- Data Analysis and Reporting
- Communication
- Time Management
- Online Advertising
- Email Marketing Campaigns
- Website Design and Development
- SEO
- Social Media Marketing and Management
- Market Research and Analysis
- Graphic Design
- Problem-Solving

EXPERIENCE

Digital Marketing Specialist Jul '20 — Present
FREELANCE Online

- Managed digital marketing campaigns across Google Ads, Facebook, and Instagram, reducing costs by 15%, increasing brand recognition by 30%, and achieving an average Cost Per View (CPV) of $0.0092 in video campaigns.
- Created over 20 brand names, product names and strategies for clients, increasing brand recognition by 30%.
- Designed logos & banners, developed strategies for YouTube channels, boosting subscriber growth by 100%.

Cartpusher, Greeter, and Cashier May '22 — Present
WALMART Kamloops, BC

- Organized carts, conducted clean sweeps, and assisted customers with heavy loads.
- Recognized as Safety Hero of the Month for exceptional attention to safety protocols.
- Processed transactions accurately, handled cash and cards, and maintained a clean checkout area.
- Promoted and sold Walmart Rewards Mastercard, contributing to 10% of daily card sign ups.

E-Commerce Store Owner Oct '23 — Jan '24
PHROSPHOR Online

- Launched and managed an e-commerce store on Shopify specializing in anime prints.
- Partnered with Printify for print-on-demand services and coordinated design outsourcing.
- Developed brand identity, social media content (3000+ views), and implemented pricing strategies.
- Monitored website analytics and social media performance to optimize marketing strategies.

PROJECTS

Marketplace Simulation

- Conducted market research and designed a mock digital marketing campaign resulting in a simulated 20% increase in user engagement.

Interpreting Data Analysis Case Study | Marketing Research Course

- Achieved an A in a comprehensive case study on data analysis in marketing research.
- Mentored three students for a subsequent case study.
- Mentees achieved an A+ in the following case study due to effective guidance and collaborative learning

YouTube Channel | Meta Ads, Capcut, Adobe Premiere Pro, Canva, OBS Studio

- Created tutorial videos, achieving over 5,000 views across three videos.
- Implemented SEO techniques, resulting in a 40% increase in organic traffic and improved search engine rankings (multiple videos in top 2 search rankings).

EDUCATION

Post-Baccalaureate Diploma in Marketing, Thompson Rivers University May '22 — Apr '24

Postgraduate Diploma in Intellectual Property Rights, Pondicherry University Apr '20 — Mar '21

Bachelor of Commerce, Loyola College Jun '17 — Apr '20

TOOLS

Marketing Tools: Google Ads, Bing Ads, Meta Ads, MailChimp, Klaviyo, SemRush
Design Tools: Adobe Premiere Pro, Adobe After Effects, Capcut, Canva, Adobe Illustrator
Web Development Tools: Shopify, Wordpress, Wix, Webflow
Analytics Tools: Google Data Studio, Tableau
Other: Trello, Salesforce, Microsoft Office