

Deepak Ramachandran

Thrissur, Kerala | +91 8129776348 | deepak.ramachandran.work@gmail.com

Professional Summary

B.Com graduate with 1+ year corporate experience in operations roles at Cognizant and Wipro. Developed strong analytical skills, KPI-focused work ethic, and structured process discipline. Currently transitioning into Performance Marketing with training in Google Ads, Meta Ads, and conversion tracking. Interested in data-driven campaign optimization and scalable growth strategies.

Core Skills

- Google Ads (Search Campaign Setup – Learning Phase)
- Meta Ads Funnel Structure
- Conversion Tracking (Meta Pixel, GA4 – Basics)
- Campaign Metrics Understanding (CTR, CPC, CPA, ROAS)
- Funnel Planning & Audience Structuring
- Landing Page Conversion Thinking
- Google Sheets for Reporting & Analysis
- Basic SEO & Keyword Research

Project Experience (Training Phase)

- Lead Generation Funnel Plan – Structured campaign flow, audience targeting, and tracking plan design.
- Search Campaign Blueprint – Keyword grouping, ad copy structuring, and negative keyword planning.

Professional Experience

Cognizant – Process Executive (1 Year)

- Worked in KPI-driven operational environment.
- Maintained high data accuracy and quality compliance standards.
- Developed analytical mindset and structured workflow discipline.

Wipro – Content Moderator

- Evaluated digital content based on platform guidelines.
- Ensured compliance with quality and safety standards.

Education

Bachelor of Commerce (B.Com)

Certifications (Planned/Ongoing)

- Digital Marketing Certification (Ongoing)
- Google Ads Search Certification (Planned)
- Meta Blueprint Certification (Planned)