

VAMSHI SALGUTI

Digital Marketing Specialist

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PROFESSIONAL SUMMARY

Digital Marketing Specialist with proven expertise in performance marketing, SEO, and data-driven campaign optimization. Skilled in executing full-funnel campaigns across Meta, TikTok, Snapchat, LinkedIn, and Amazon Ads, driving measurable growth in leads, sales, and ROAS. Proficient in GA4, Pixel, Conversions API, and advanced tracking frameworks to ensure accurate attribution and stronger conversion outcomes. Experienced in technical SEO, local SEO, and content optimization strategies that improve visibility, rankings, and user experience. Adept at collaborating with creative and cross-functional teams to deliver impactful ad formats and actionable insights via Looker Studio, Excel, and Meta Ads Manager. Strong track record in optimizing budgets at scale, improving CPA/CAC metrics, and aligning marketing strategies with business growth objectives.

PROFESSIONAL SNAPSHOT

- **Performance Marketing Excellence:** Designed and executed high-ROI paid campaigns across Meta, TikTok, LinkedIn, and Amazon Ads, driving significant growth in leads, sales, and ROAS.
- **Conversion Optimization & Tracking:** Built robust tracking frameworks (GA4, Pixel, CAPI, Tag Manager) with custom events, enabling accurate attribution and higher conversion rates through structured A/B testing.
- **SEO & Content Strategy:** Delivered sustained organic growth through technical SEO, local SEO, structured data, and backlink strategies.
- **Creative & Cross-Channel Marketing:** Partnered with creative teams to produce high-performing ad formats (video, static, UGC, influencer-led) and managed cross-channel content to boost reach and engagement.
- **Analytics & Insights:** Developed automated dashboards in Looker Studio, Excel, and Meta Ads Manager, turning data into insights that optimized budgets and balanced CPA, CAC, and CLV.
- **Web & User Experience Optimization:** Enhanced website performance (WordPress, Shopify) by improving Core Web Vitals, mobile-friendliness, and navigation, resulting in stronger user engagement and conversions.

KEY SKILLS & TOOLS

- **Advertising Platforms:** Meta Ads Manager (Facebook & Instagram), Google Ads, TikTok Ads, LinkedIn Ads, Amazon Ads
- **Campaign Management:** Campaign Setup, Audience Segmentation, Retargeting, Conversion Tracking, ROI Optimization, Sales Funnel Strategy
- **SEO:** On-Page (Keyword Research, Content Optimization, Schema, Internal Linking), Off-Page (Backlinks, Outreach, Authority Building), Technical SEO (Site Speed, Indexation, XML Sitemaps, Core Web Vitals), Local SEO (GBP, NAP Consistency, Citations)
- **Analytics & Reporting:** Google Analytics 4 (GA4), Looker Studio, Facebook Ads Manager Reports, Attribution Tools (Triple Whale, Hyros, AnyTrack), Excel/Google Sheets, Tag Manager
- **Tools:** SEMrush, Ahrefs, Moz, Screaming Frog, SurferSEO, Clearscope, Ubersuggest, Google Trends, Google Search Console, Meta Business Suite, Canva, Buffer, Hootsuite
- **Web & E-commerce:** WordPress, Shopify (SEO Structures, Speed Optimization)
- **Creatives & Copywriting:** Ad Copywriting, Creative Optimization, A/B Testing Ad Variations, Audience-Centric Messaging
- **AI & Automation:** ChatGPT, Jasper, Copy.ai, AdCreative.ai, Predis.ai, Canva AI, RankIQ, Frase, Zapier, Integromat, Smart Bidding (Meta Advantage+)
- **Other Skills:** CRO, Lead Generation, Email Marketing (Mailchimp, HubSpot), Competitor Research, Content Strategy Alignment

PROFESSIONAL EXPERIENCE

Meta Ads Specialist, Webmarketing

May 2024 - Present

- Planned and executed full-funnel paid campaigns across Meta with supporting activations on TikTok, Snapchat, and LinkedIn to maximize reach, lead generation, and conversions.
- Managed end-to-end campaign setup (audiences, placements, bidding, creative testing) and implemented structured A/B experiments to optimize CTR and reduce CPA.
- Developed conversion-focused funnels (Lead Forms, Checkout, Purchase), integrating remarketing strategies that improved ROAS and minimized drop-offs.
- Built and maintained advanced tracking with Pixel, CAPI, and GA4, setting up custom conversion events for accurate attribution.
- Implemented dynamic product ads and catalog sales campaigns, increasing retargeting and upselling opportunities for eCommerce and Amazon.
- Collaborated with creative teams to produce static, video, UGC, and influencer-led content, aligned with digital trends and brand storytelling.
- Balanced performance marketing budgets at scale, ensuring efficient spend and profitability against CPA/CAC/CLV targets.
- Delivered stakeholder-ready reports and dashboards in Excel, Looker Studio, and Meta Ads Manager, translating data into insights.
- Leveraged Meta Business Suite for scheduling, publishing, and engagement management across Facebook and Instagram.
- Monitored industry updates and integrated new ad formats, attribution models, and automation strategies to maintain competitive advantage.

SEO Specialist, Digigo Plus

Dec 2021 – Dec 2022

Roles and Responsibilities:

- Conducted comprehensive keyword research and mapping to improve visibility and rankings on competitive searches.
- Optimized landing pages and blogs with engaging, SEO-friendly content using WordPress plugins (Yoast, etc.).
- Improved SERP visibility by implementing schema markup and structured data for rich results.
- Enhanced site architecture with internal linking strategies, boosting user experience and keyword authority.
- Executed backlink acquisition strategies through outreach and partnerships with high-quality domains.
- Performed technical audits using Screaming Frog and SEMrush, resolving crawl errors, broken links, and indexation issues.
- Improved Core Web Vitals and site speed through image/script optimization and plugin management.
- Ensured mobile-friendly, customer-focused site design to drive better engagement.
- Managed local SEO campaigns (GBP optimization, NAP consistency, local citations) for improved geographic visibility.
- Tracked and reported performance using GA4, Search Console, and Tag Manager to measure traffic and conversions.

EDUCATION

Masters in professional development planning

Mar 2023 – Oct 2024

University of BPP, United Kingdom

CERTIFICATIONS

- Google Analytics 4 Certification
- Google Ads Search Certification
- Meta Certified Media Buying Professional
- SEMrush SEO Toolkit Certification