

SANAL SABU

Digital Marketing Manager

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📍 Kerala, India

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Summary

Results-driven Digital Marketing Manager with 3+ years of experience in SEO, PPC, social media marketing, and lead generation. Proven track record of increasing website traffic by 40% and boosting conversions by 25% through data-driven campaigns. Skilled in Google Ads, Meta Ads, and analytics tools to optimize ROI and campaign performance.

Experience

Digital Marketing Manager, Horizon Digital, Kottayam

Dec 2024 – Present

- Boosted online sales by **25%** and increased website traffic by **40%** through targeted digital campaigns, SEO, and content strategies.
- Managed a **₹9,00,000 annual marketing budget**, optimizing ad spend and improving **ROAS using analytics tools**.
- Optimized paid campaigns achieving improved ROAS and reduced cost per lead (CPL).
- Developed and executed multi-brand social media strategies, growing followers by **200%** and enhancing lead generation.

Digital Marketing Executive, Horizon Motors India Pvt Ltd, Kottayam

Apr 2022 - Dec 2024

- Improved lead management efficiency by ensuring prompt lead assignment and consistent follow-ups on digital enquiries, significantly enhancing conversion tracking.
- Increased digital enquiry-to-booking conversion ratio from **5%** to **20%** by optimizing processes and driving effective usage of digital tools.
- Generated HO reports using **Excel and Google Sheets**, while supporting operations through hardware management (POS, PCs, printers) and developing marketing creatives using Adobe Creative Suite.

Engineering Graduate Trainee, Genlite Engineering Pvt Ltd, Chennai

Nov 2020 - Nov 2021

- Developed problem-solving and technical analysis skills in real-world projects.

Education

BE in Electrical and Electronics Engineering, Christian College of Engineering and Technology, Dindigul

2016-2020

- Graduated with First Class Honors in BE Electrical and Electronics Engineering.
- CGPA: 6.67
- ARDUINO UNO - REMOTE CONTROLLED DRONE
- ARDUINO UNO MOBILE KEYPAD CONTROLLED TOY CAR

Languages

English



Hindi



Malayalam



Certifications and Licenses

1. Google AI Fundamentals Certification – Google
2. Google Digital Marketing & E-commerce Certification – Google

Skills

SEO, SEM, PPC, Meta Pixels

Google Ads, Meta Ads

GA4, Tag Manager

Return on Investment (ROI)

Performance Marketing

CRO, Lead Generation

SEMrush, Ahrefs

WordPress, cPanel

Hobbies and interests

Creating Digital Content

Personal Branding & Social Media Growth

Photography & Videography

Traveling & Exploring New Places

Exploring New Marketing Trends & Tools

Learning AI Tools for Marketing Automation

Learning New Technologies & Software