

ARUNRAJ PREMJI

Digital Marketing & Growth Leader | Team Building | Google Ads, Meta Ads & SEO | GCC Experience
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PROFESSIONAL SUMMARY

Digital Marketing leader with 13 years of experience (11 years full-time) building and running digital marketing functions across Google Ads, Meta Ads, SEO, GA4, Google Tag Manager and social media. Experienced in agency and multi-brand/multi-client environments, hands-on team building, and connecting marketing activity to leads, bookings and revenue. Strong exposure to travel, hospitality and GCC markets (UAE, Oman, Qatar-linked accounts), with a track record of setting up systems and reporting from the ground up.

CORE SKILLS

Digital Marketing Strategy & Team Building • Google Ads & Meta Ads • SEO, GA4, Google Tag Manager & Search Console • Social Media & Content Planning • Lead Generation & Revenue Attribution • Budget, CPL & ROI Management • Agency & Multi-Brand/Multi-Client Management • Campaign & Content Calendar Planning • Weekly/Monthly Performance Reporting • Travel, Hospitality & GCC Market Experience

WORK EXPERIENCE

Digital Marketing Consultant

Glomark | December 2025 – Present

- Consult across multiple client accounts on Google Ads, Meta Ads, SEO and social media, setting up tracking and reporting systems
- Build campaign and content calendars, connecting marketing activity to leads and conversions for each client

Voice of Season 2025 - Event Promotion

Dhofar Center, Salalah, Oman | October 2025 – December 2025

- Built the digital marketing function for a large-scale regional event from the ground up, covering strategy, content and reporting
- Led content strategy, video promotions and social media management, coordinating with on-ground teams
- Tracked performance via Google Analytics and Meta Ads Manager, reporting results to stakeholders

Head of Digital Marketing

Elizabeth International UK, Cochin | September 2023 – October 2025

- Built and led the digital marketing function, managing digital marketing and telesales teams against lead generation and revenue targets
- Set up analytics, conversion tracking and reporting using GA4, Google Tag Manager, Meta Ads Manager and CRM tools
- Owned budgets, cost per lead and ROI across Google Ads, Meta Ads, SEO and email marketing
- Planned campaigns, content calendars and landing pages, coordinating with management on strategy and results
- Delivered regular performance reporting directly to leadership

Digital Marketing Manager

Ortmor Technologies, Cochin | February 2022 – June 2023

- Worked in an agency setting managing digital marketing strategy and execution for event promotion clients
- Built campaign-specific landing pages and managed paid campaigns for multiple client accounts

Digital Brand Manager

Abad Group of Companies | April 2021 – August 2021

- Managed digital marketing across database, email, display and social for a multi-business group
- Owned campaign budgets and reporting to evaluate and improve marketing effectiveness

Digital Marketing Expert (PPC Team Lead)

Oceanair Travels, Dubai & Cochin | October 2017 – December 2020

- Led PPC as team lead for a travel business operating across Dubai and Cochin, managing Google, LinkedIn and Facebook campaigns
- Worked closely with the sales team on lead qualification and marketing-to-sales handoff to connect marketing to bookings and revenue
- Maintained consistent brand voice and reporting across all online channels

Project Analyst

Mepits Infotech, Cochin | January 2014 – July 2017

- Managed digital marketing budgets and SEO performance, reporting on spend efficiency and organic visibility

EDUCATION

Bachelor of Engineering in Electronics and Communication Engineering

Oxford Engineering College, Trichy, Tamil Nadu | Graduated 2013

CERTIFICATIONS

Google Ad Fundamental Certified • Google Ad Search Certified • Google Digital Sale Certification • Google Analytics Certification • Google My Business Basics

LANGUAGES

English • Hindi • Malayalam • Tamil