

# M S DEVIKA

+918921666942 | [msdevika1998@gmail.com](mailto:msdevika1998@gmail.com) | Trivandrum, Kerala | [LinkedIn](#)

## PROFESSIONAL SUMMARY

Results-driven **digital marketing professional** with hands-on experience in **performance marketing, campaign optimization, audience targeting, and data-driven marketing strategies**. Skilled in **Meta Ads, Google Ads, lead generation, A/B testing, campaign analysis, and social media marketing**.

## KEY SKILLS

**Performance Marketing • Campaign Management • Meta Ads • Google Ads • Lead Generation • A/B Testing • Campaign Optimization • Social Media Marketing • Analytics • Audience Targeting • Campaign Strategy • SEO • PPC • Email Marketing • SEM • Google Tag Manager**

## PROFESSIONAL EXPERIENCE

### Performance Marketing Intern | Epic Venture

*August 2025 - November 2025*

- Assisted in planning, executing, and optimizing paid marketing campaigns across digital platforms to **improve engagement, reach, and conversions**.
- Worked on **audience research, targeting strategies, campaign setup, and ad optimization** for performance-driven marketing initiatives.
- Monitored campaign performance metrics including **CTR, CPC, conversions, and engagement** using **analytics** and reporting tools.
- Supported lead generation and customer acquisition campaigns through **data-driven marketing strategies** and **audience segmentation**.
- Collaborated on **content planning, ad creatives, and social media marketing activities** aligned with brand objectives.
- Gained hands-on experience in **Meta Ads Manager, Google Ads, A/B testing, campaign tracking, and performance analysis**.
- Contributed to improving **campaign efficiency** and **ROI** through continuous monitoring and optimization techniques.
- Assisted in **competitor research, trend analysis, and digital marketing strategy** development to support business growth.

## EDUCATION

- Post Graduate in Geology | MG University | 2022–2024
- Graduate in Geology | Kerala University | 2019–2022

## TECHNICAL SKILLS

**Meta Ads Manager • Google Ads • Google Analytics • Canva • Google Workspace • Social Media Marketing**

## COURSES & CERTIFICATIONS

- Advanced Training Course in Digital Marketing—Skillmount
- Google (Fundamentals of Digital Marketing, Google Analytics, Google Ads Video Certification, Foundations of AI-Powered Search Ads for Strategists)
- Semrush (SEO Essentials with Semrush)
- Canva (Canva Essentials, Marketing with Canva)
- LinkedIn (Marketing Foundations, Social Media Marketing Foundations)
- GIS and RS (Avakaza Geoscience Research Technologies)