

ARJUN S R

AI Developer & Automation Engineer

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SUMMARY

I've spent the last few years working directly with **clients** while also getting deeply hands-on with the **technical side of digital marketing**. Over the past year especially, I've been building and customizing websites on platforms like **Shopify** and **WordPress**, experimenting with low-code solutions, and creating **automations** using tools like **n8n**. Along the way, I discovered that I love building things, breaking them, and making them better with technology and now, I'm eager to go all in on solving bigger, more complex technical challenges.

WORK EXPERIENCE

ALMOE DIGITAL SOLUTIONS PVT LTD

Hebbal, Bengaluru

Assistant Marketing Manager – AI & Automation Systems

Jan 2024 - Present

- Built and launched **Atiroh.com (Shopify)** and **Almoe.in (WordPress)** from scratch, handling website architecture, UI customization, analytics setup, and conversion tracking.
- Created automation experiments using **n8n and Zoho Flow** to connect CRM, forms, analytics, and notifications reducing manual operations significantly.
- Used **HTML, CSS, and JavaScript** to customize Shopify and WordPress layouts, implement schema, tracking scripts, and dynamic site enhancements.
- Built multiple **AI-powered workflow prototypes** for marketing analytics, reporting automation, and internal productivity systems.
- Implemented **analytics and tracking tools** for end-to-end tracking of user behavior, button clicks, lead submissions, and conversion funnels.
- Designed and managed **Zoho CRM automation workflows** for lead capture, segmentation, follow-ups, and reporting.
- Led **SEO, technical tracking**, and web performance optimization initiatives across multiple brand websites.

LUXEVEDA BRAND SERVICES

Jayanagar, Bengaluru

Digital Marketing Manager

March 2023 - Jan 2024

- Managed high-impact projects for brands such as **Beretta Gallery, PI Health Sciences, and Britannia**, delivering cross-industry growth across Firearms, Pharma, FMCG, and Automotive verticals.
- Managed **shopify e-commerce** backend, overseeing product listings, pricing, and inventory, leading to a **30% increase** in online sales within six months.
- Collaborated with the **CEO of Luxeveda** to develop and execute client acquisition and lead generation strategies, driving business growth.

Digital Marketing Executive

March 2022 - Feb 2023

- Led the optimisation of digital assets, including **landing pages and ad creatives**, to improve conversion rates and customer acquisition.
- Designed and conducted **training sessions** for Luxeveda employees, enabling them to create high-quality marketing content for social media.
- Managed the day-to-day execution of digital campaigns, including social media, SEO, email marketing, and paid advertising, to drive **engagement and conversions**.

SKILLS

Technical Skills - Shopify, WordPress, n8n, HTML, CSS, JavaScript, Python, Zoho Analytics, Zoho Flow, Google Tag Manager, Google Analytics 4, REST APIs

EDUCATION

B.E, Mechanical Engineering (2017 - 2022) - Shree Devi Institute of Technology, Mangaluru