

# PORTFOLIO



Turning consumer insights into measurable business growth through market research, performance marketing, and digital strategy.

[sarathvs.com](https://sarathvs.com)

[sarath@svsinsights.com](mailto:sarath@svsinsights.com)

Cheppad, Alappuzha, Kerala



# About

## I'am Sarath V S

I am the Founder of SVS Insights, a Market Research and Digital Marketing Agency based in Kerala. With over 10 years of experience in market research, I have worked on large-scale consumer research, field operations, audience measurement, and data collection projects across India.

Today, I specialize in Performance Marketing, Google Ads, Meta Ads, SEO, Website Development, Lead Generation, and Marketing Automation. My mission is to help businesses grow through data-driven strategies, measurable marketing campaigns, and innovative digital solutions. I believe in continuous learning, professionalism, and delivering results that create real business value.





# Education

## Degree Programs

Master of Business Administration (MBA)-Digital Marketing Management (Pursuing)  
Amity University (Online)

Bachelor of Arts (B.A.) – Psychology (Pursuing)  
Sreenarayana Guru Open University (SGOU)

Bachelor of Science (B.Sc.) – Mathematics  
Kerala University

Bachelor of Arts (B.A.) – English  
Madurai Kamraj University

## Diploma Programs

Advanced Diploma in Tourism, Travel & Hotel Management  
Kerala University

Diploma in Digital Marketing  
CDA Academy, Kerala

Performance Marketing (Pursuing)  
Entri Elevate, Kerala

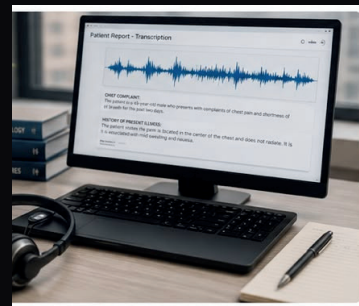
## Professional Certifications

Medical Transcription & Medical Coding  
Microsoft Office (MS Office)





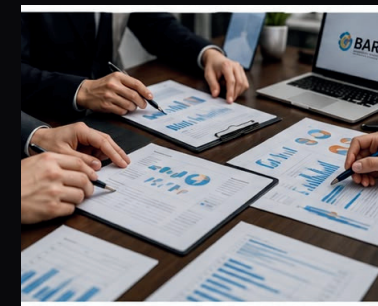
# Experience



## 1 Medical Transcription Editor

Seaview Support & Systems, Technopark, Thiruvananthapuram

Worked as a Medical Transcription Editor, reviewing and editing medical reports with a strong focus on accuracy, quality assurance, medical terminology, and documentation standards.



## 2 Senior Relationship Manager

Market Xcel Data Matrix Pvt. Ltd. / Secured security solutions pvt ltd (BARC India Project)

Managed audience measurement and market research operations for over 10 years. Led field teams, ensured data quality, coordinated audits, managed panel operations, and maintained client service standards across assigned regions.



## 3 Founder – SVS Insights

Market Research & Digital Marketing Agency

Founded SVS Insights to provide market research and digital marketing solutions. Currently leading the Nielsen Audience Measurement Project across Kerala, TamilNadu, and Karnataka, while delivering services in performance marketing, Google Ads, Meta Ads, SEO, website development, and business growth strategies.



# Career Timeline



**2012**

**Medical Transcription Editor**

**Seaview Support & Systems**

*Technopark, Thiruvananthapuram*

- Edited and reviewed medical reports.
- Ensured documentation accuracy and quality.
- Developed strong attention to detail and analytical skills.



**2016 – 2026**

**Senior Relationship Manager**

**BARC India Audience Measurement Project**

*Market Xcel Data Matrix Pvt. Ltd.*

*Secured Security Solutions Pvt. Limited*

- Managed audience measurement and market research operations.
- Led field teams and coordinated panel management.
- Conducted quality audits and data verification.
- Built strong client relationships and delivered operational excellence.



**2026 – Present**

**Founder & Managing Director**

**SVS Insights**

*Market Research & Digital Marketing Agency*

- Founded a Market Research & Digital Marketing Agency.
- Delivering Market Research and Consumer Insights.
- Managing Google Ads, Meta Ads, SEO, Website Development, and Performance Marketing.
- Leading the Nielsen Audience Measurement Project across Kerala, Tamil Nadu, and Karnataka.



**2026 – Present**

**Performance Marketing Professional**

- Specializing in Google Ads and Meta Ads.
- Building lead generation campaigns.
- Developing marketing automation workflows.
- Helping businesses achieve measurable digital growth.





Google Ads



Meta Ads  
(Facebook & Instagram)



Google Analytics



WordPress



Elementor



Canva



Google Search  
Console



Microsoft Excel



ChatGPT



Google Sheets



## Performance Marketing

- Google Ads
- Meta Ads (Facebook & Instagram)
- Lead Generation Campaigns
- Campaign Optimization
- Conversion Tracking



## Digital Marketing

- Search Engine Optimization (SEO)
- Social Media Marketing
- Content Marketing
- Email Marketing
- Marketing Automation



## Web & Design

- WordPress
- Elementor
- Canva
- Basic HTML & CSS
- Landing Page Development



## Analytics & Research

- Google Analytics (GA4)
- Google Search Console
- Consumer Research
- Market Research
- Audience Measurement
- Data Collection & Analysis



## Business Tools

- Microsoft Office
- Google Workspace
- Google Sheets
- CRM & Reporting
- AI Tools (ChatGPT, Gemini, Canva AI)



## Professional Expertise

- Nielsen Audience Measurement
- BARC Audience Measurement
- Field Operations Management
- Team Leadership
- Project Coordination

# Technical Skills

A blend of marketing expertise, research experience, and digital tools to drive data-driven results and business growth.



# Certifications

Professional Credentials & Continuous Learning

**Sarath V S**

DIGITAL MARKETER CUM  
BUSINESS DEVELOPMENT MANAGER



## Google Analytics Certification

Demonstrates understanding of Google Analytics and ability to analyze data to drive business growth.



## Google Ads Search Certification

Certified in Google Ads Search to create, manage and optimize search campaigns that drive quality traffic.



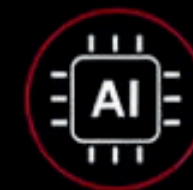
## Google Ads Display Certification

Shows expertise in creating and optimizing Google Display campaigns for better reach and conversions.



## Google Ads Video Certification

Certified in Google Ads Video to run impactful video campaigns that build brand awareness and drive action.



## AI Powered Performance Ads

Certified in AI-powered strategies to run data-driven performance campaigns at scale.



## SEMrush SEO Certification

Certified in SEMrush tools for SEO, keyword research, site audit, and competitor analysis.



## CCE Certification

CCE Certification for professional excellence and ethical work standards.



## Email Communication & Online Client Handling – CloudHire

Certified in professional email communication and handling clients effectively online.



## Team Collaboration Skill Test – CloudHire

Certified for strong team collaboration, coordination and problem-solving skills.



## SEO Skill Test – CloudHire

Certified for SEO expertise including on-page, off-page and technical SEO proficiency.



## Marketing Strategy: SEO Content Writing – LinkedIn Learning

Certified in SEO content writing strategies to create content that ranks and converts.



## The Master Key to Overcoming Procrastination – LinkedIn Learning

Certified for personal productivity and strategies to overcome procrastination effectively.



**12+**

**Professional  
Certifications**

Continuous Learning.  
Better Strategies.  
Stronger Results.



Every certification strengthens my ability  
to deliver **measurable business results.**

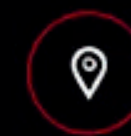


CREATIVE PORTFOLIO

# PROJECT PORTFOLIO

IDEAS. STRATEGY. RESULTS.

A result-driven performance marketer with a passion  
for creating impactful strategies, building brands,  
and driving measurable business growth.



Cheppad, Alappuzha  
Kerala, India



sarath@svsinsights.com

CREATIVE



## FEATURED PROJECT

# SVS Insights

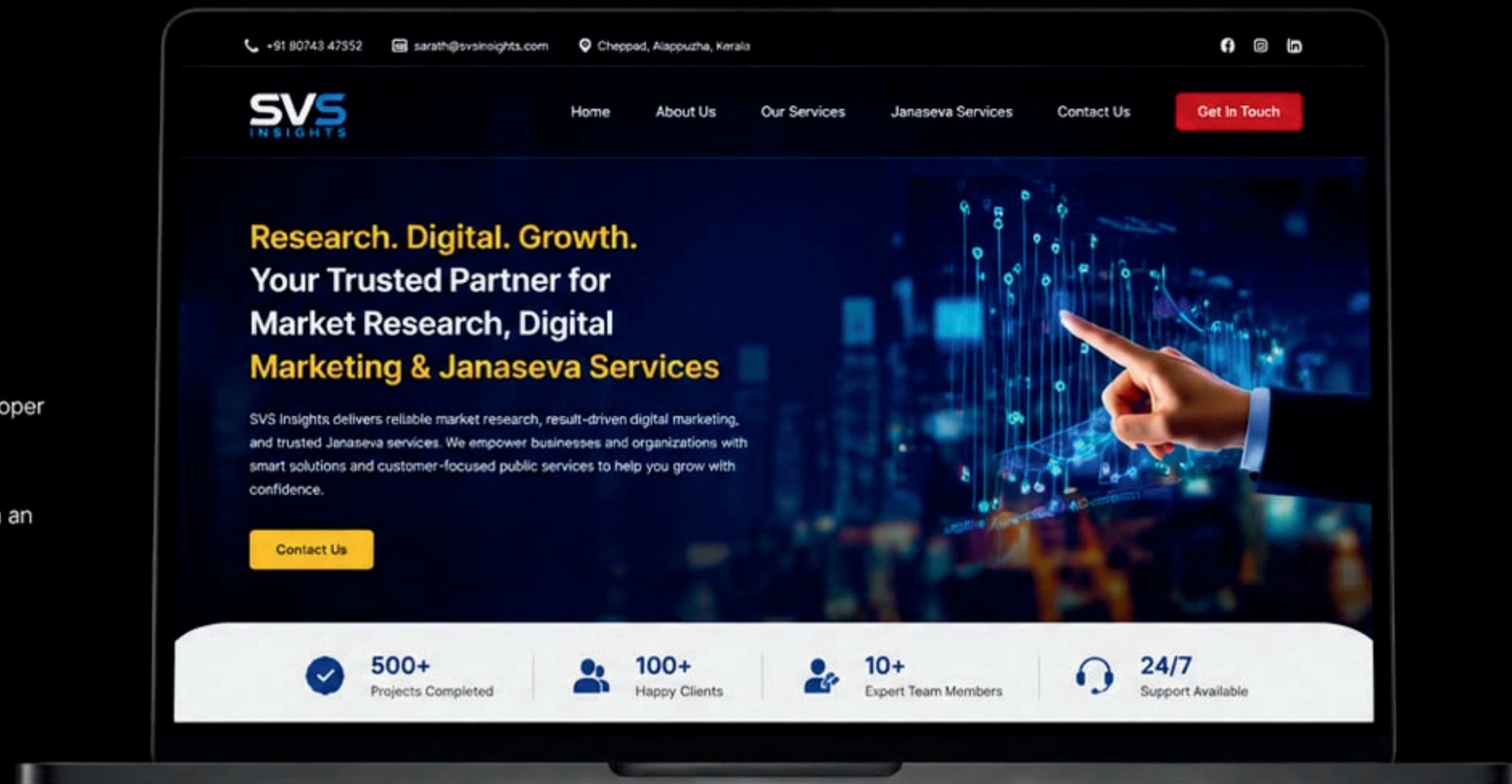
Market Research & Digital Marketing Agency Website

**Role**  
Founder • Performance Marketer • Website Designer • WordPress Developer

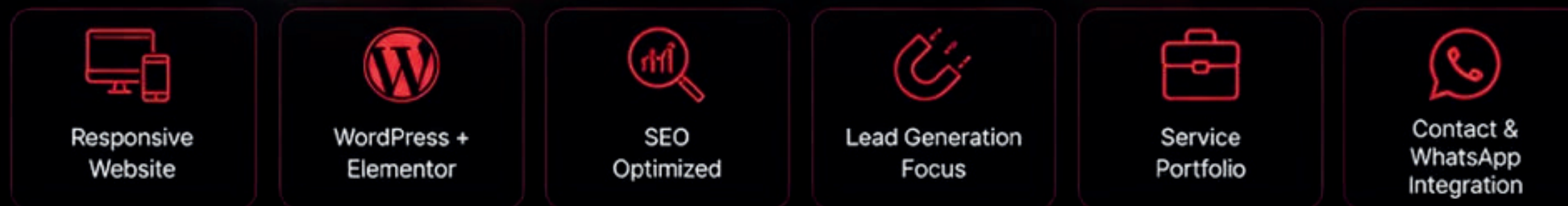
**Project Overview**  
Designed and developed the official website of SVS Insights to establish an online presence, showcase business services, generate leads, and build brand credibility.

**Objective**

- Create a professional business website
- Present digital marketing & market research services
- Generate enquiries through contact forms
- Improve online visibility with SEO
- Build trust for prospective clients



## WEBSITE HIGHLIGHTS



## TECHNOLOGIES USED



WordPress



Elementor



HTML



CSS



Canva



Google Analytics



Google Search Console



ChatGPT



## LIVE WEBSITE

[svsinsights.sarathvs.com](https://svsinsights.sarathvs.com)



## PROJECT TYPE

Business Website



## STATUS

Live ●



## YEAR

2026



## FEATURED PROJECT

# Personal Portfolio Website

Professional Portfolio & Personal Brand Website



### ROLE

Designer • Developer • Performance Marketer



### PROJECT OVERVIEW

Designed and developed my personal portfolio website to showcase my skills, experience, projects, certifications, and services as a Performance Marketing Expert. The website highlights my professional journey, achievements, and helps connect with potential clients and opportunities.



### OBJECTIVE

- Build a strong personal brand and online presence
- Showcase skills, projects, and achievements
- Share knowledge through blogs
- Generate leads and career opportunities
- Create a professional, responsive, and SEO-friendly website

### TECHNOLOGIES USED



WordPress



Elementor



HTML



CSS



Canva



Google Analytics



Google Search Console



ChatGPT



LIVE WEBSITE

[sarathvs.com](https://sarathvs.com)



### PROJECT TYPE

Personal Portfolio Website



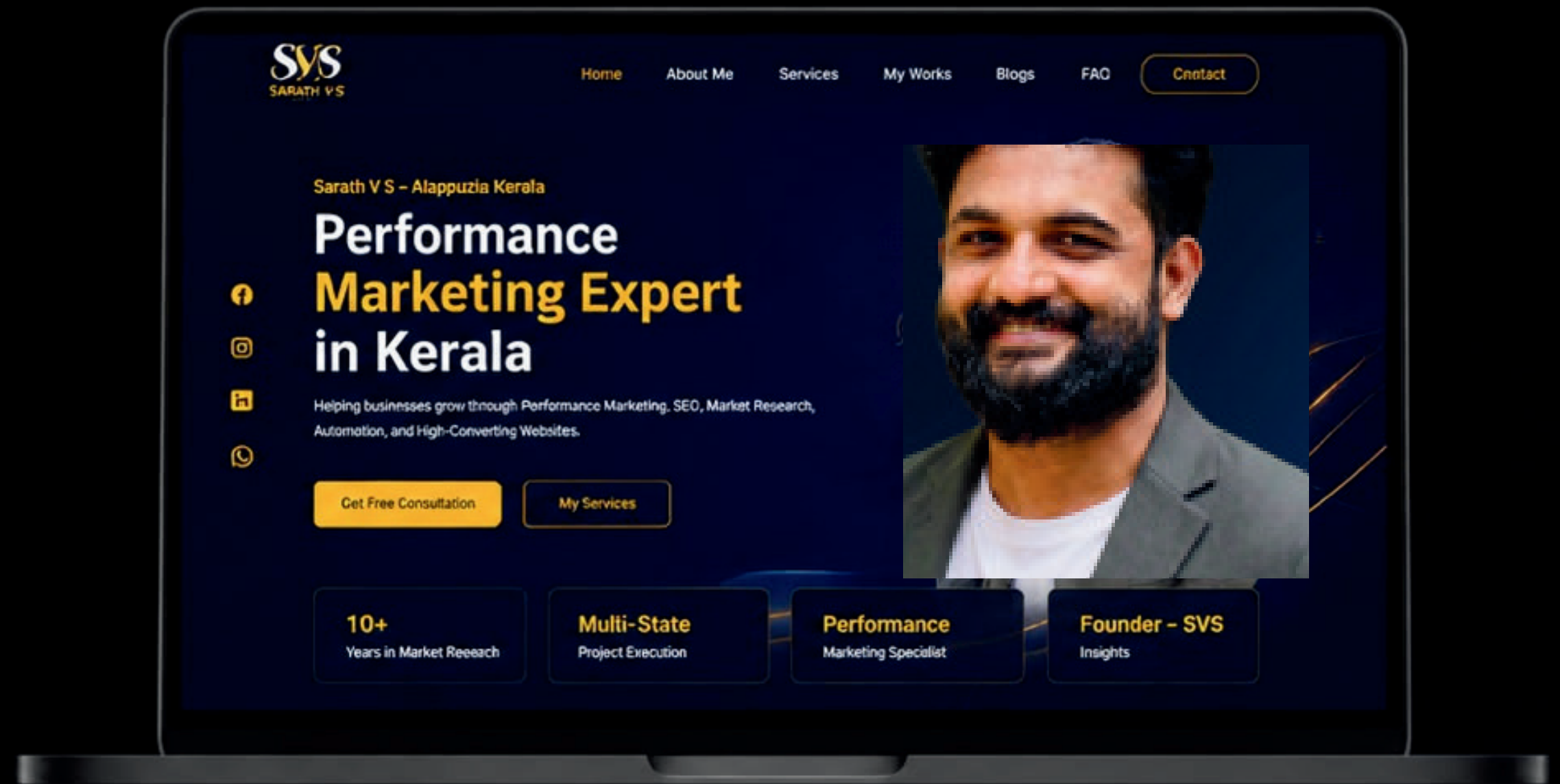
### STATUS

Live



### YEAR

2026



### WEBSITE HIGHLIGHTS



Responsive Design



WordPress + Elementor



Modern UI/UX



Project Showcase



Blog Section



Contact & Inquiry Form



# Mind Health Solutions Website

Psychology Counsellor Website



## ROLE

Website Designer • WordPress Developer • SEO Specialist



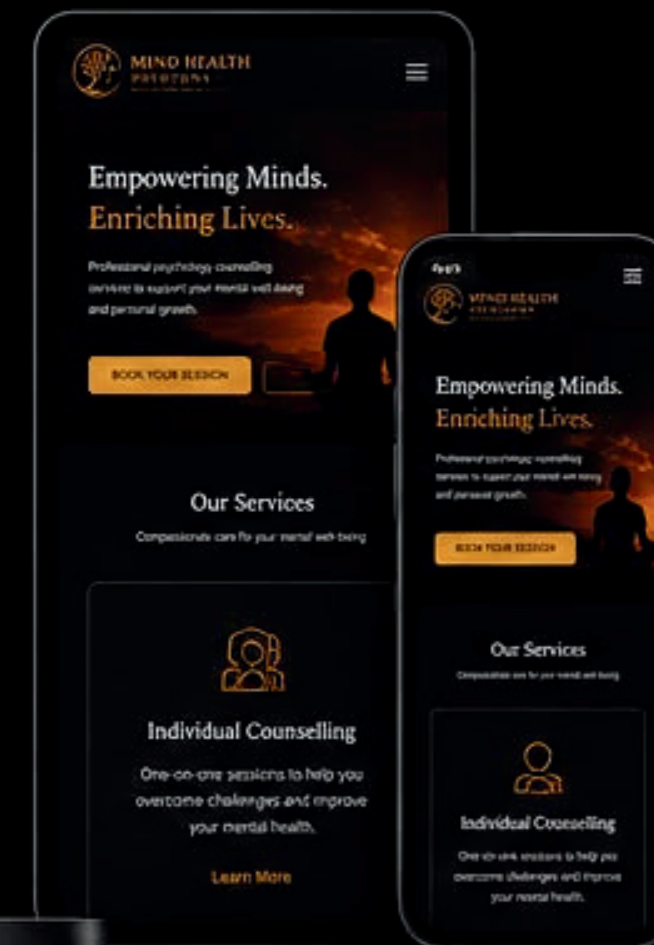
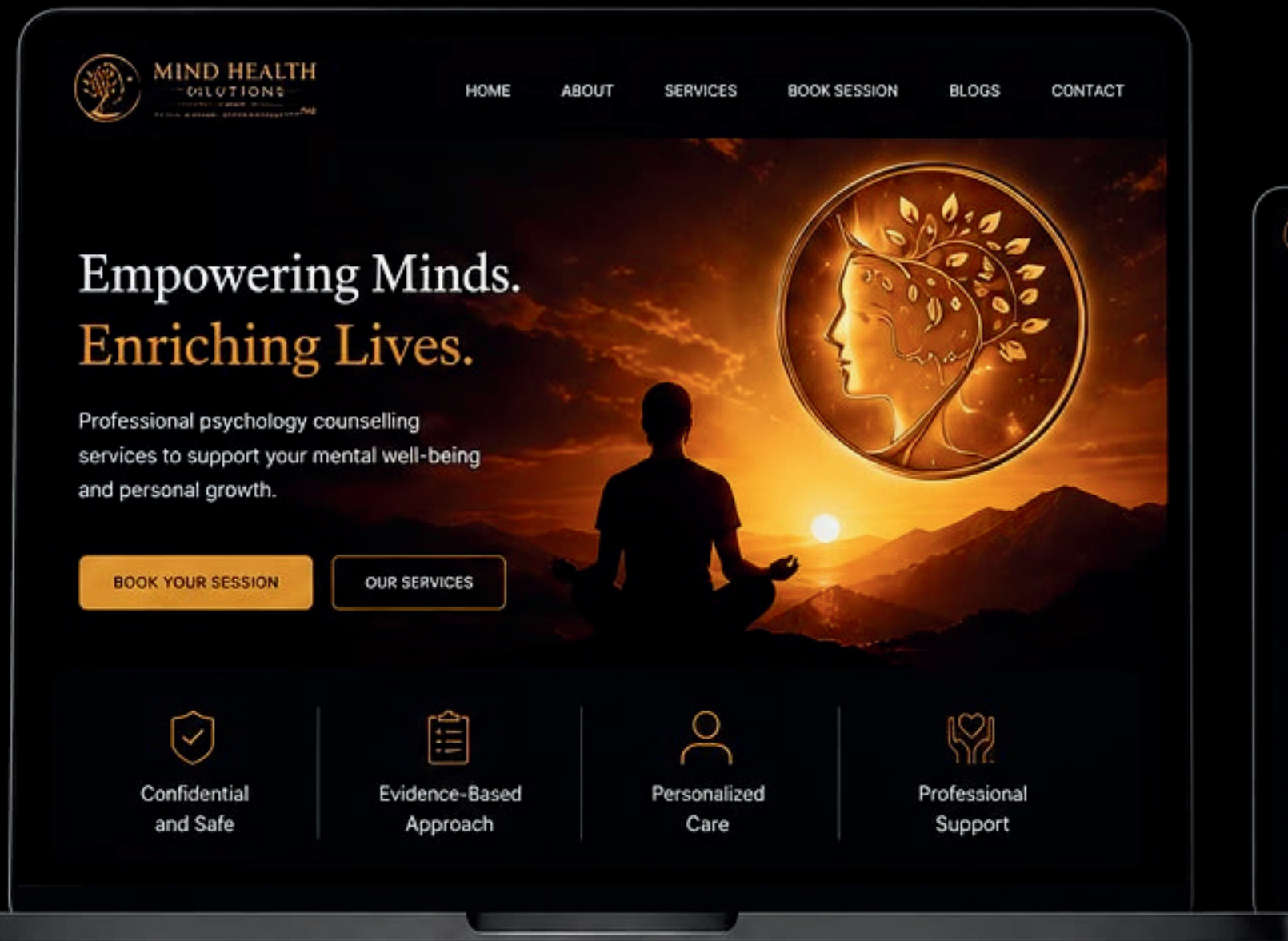
## PROJECT OVERVIEW

Designed and developed the official website for Mind Health Solutions, a professional psychology counselling service. The website provides information about counselling services, promotes mental well-being, and allows users to book sessions easily.



## OBJECTIVE

- Build a professional online presence for a psychology counsellor
- Educate visitors about services and mental health
- Enable easy appointment booking
- Generate enquiries and improve client trust
- Ensure a clean, calming, and user-friendly experience



## WEBSITE HIGHLIGHTS



Responsive Design



WordPress + Elementor



Calming & Therapeutic UI



Online Booking System



Blog Integration



Secure & Confidential



SEO Optimized



WhatsApp Integration



## TECHNOLOGIES USED



WordPress



Elementor



HTML5



CSS3



Canva



Google Analytics



Google Search Console



ChatGPT



LIVE WEBSITE

[mindhealth-solutions.com](https://mindhealth-solutions.com)



## FEATURED PROJECT •

# SVS Cabs Website

Car Rental & Outstation Taxi Service



### ROLE

Website Designer • WordPress Developer • SEO Specialist



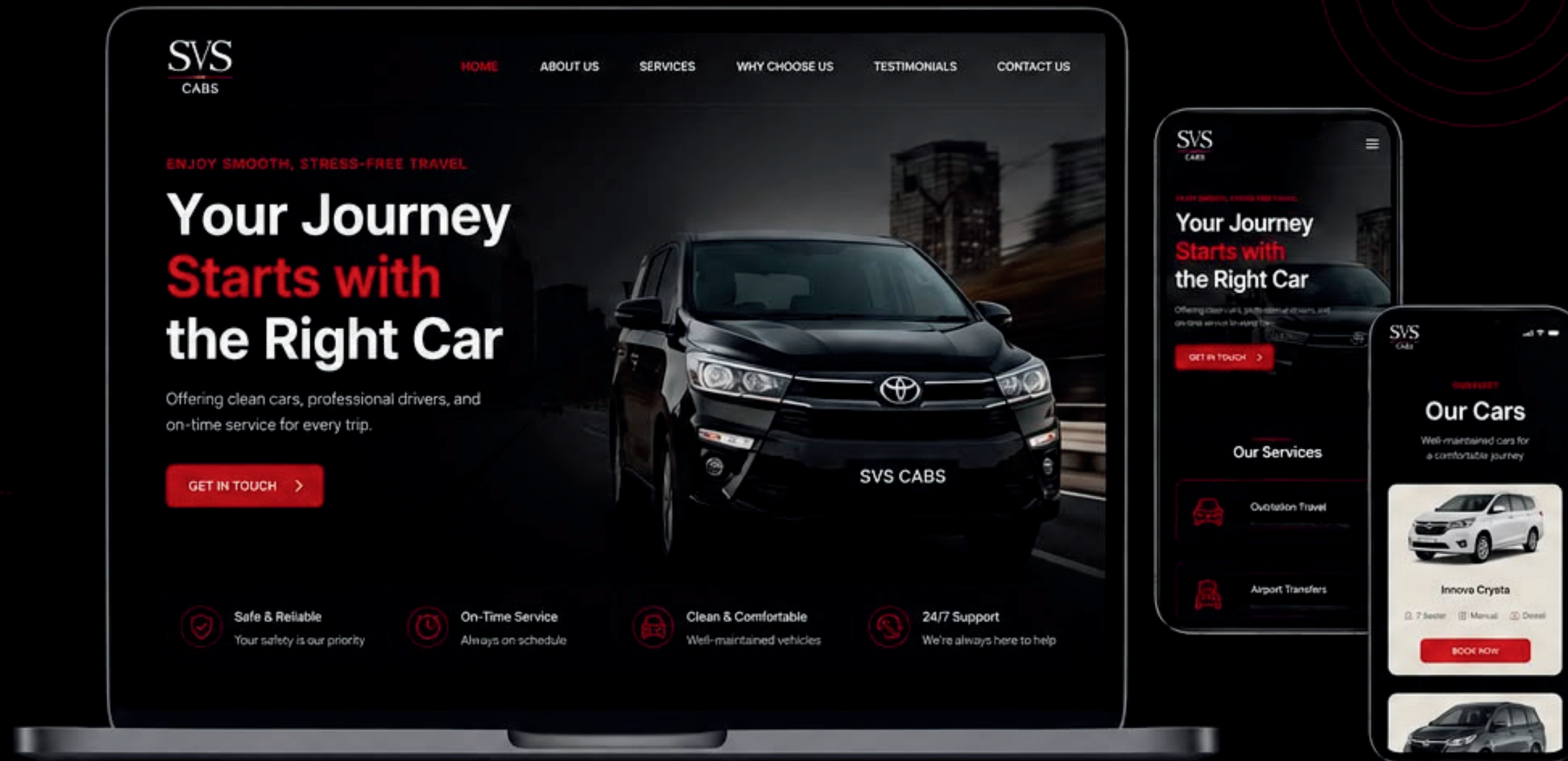
### PROJECT OVERVIEW

Designed and developed the official website for SVS Cabs, a reliable car rental and outstation taxi service. The website showcases their services, fleet, and booking options while ensuring a smooth and hassle-free user experience.



### OBJECTIVE

- Build a professional online presence for SVS Cabs
- Showcase car fleet and services clearly
- Enable easy booking and enquiry submission
- Provide essential information with a user-friendly experience
- Ensure responsive design and fast performance



## WEBSITE HIGHLIGHTS



Modern &  
Responsive Design



Car Fleet  
Showcase



Easy Booking  
Inquiry



Outstation &  
Airport Services



Trust & Safety  
Assurance



24/7 Customer  
Support



Fast Loading  
Speed



SEO  
Optimized



### TECHNOLOGIES USED



### LIVE WEBSITE

[svscabs.com](https://svscabs.com)



# SVS Insights Meta Ads Campaigns

Lead Generation & Hiring Campaigns Across South India

## PROJECT OVERVIEW

Planned and executed high-performing Meta (Facebook & Instagram) ad campaigns for SVS Insights, an audience measurement and market research company. The campaigns were designed for hiring field executives and generating qualified leads across Kerala, Tamil Nadu, and Karnataka.

## OBJECTIVE

- Drive quality candidates for field executive recruitment
- Generate business inquiry leads
- Increase brand awareness in target regions
- Achieve cost-effective results with measurable ROI

## KEY RESULTS



100+

Leads Generated



42+

Messaging  
Conversations



₹2.16

Cost Per  
Conversation



8%

Lower Cost  
Per Result



5/5

Quality Score on  
Meta Ads



Hiring Campaigns  
for Field Executives



Leads Generation  
for Business Inquiries



Targeted Regions  
Kerala, Tamil Nadu,  
Karnataka



Platforms  
Facebook &  
Instagram



Ad Formats  
Image, Video,  
Reels Ads



Performance  
Driven Strategy  
& Optimization



### TOOLS & PLATFORMS USED



Meta Ads  
Manager



Facebook  
Ads



Instagram  
Ads



Facebook  
Messenger



WhatsApp  
Integration

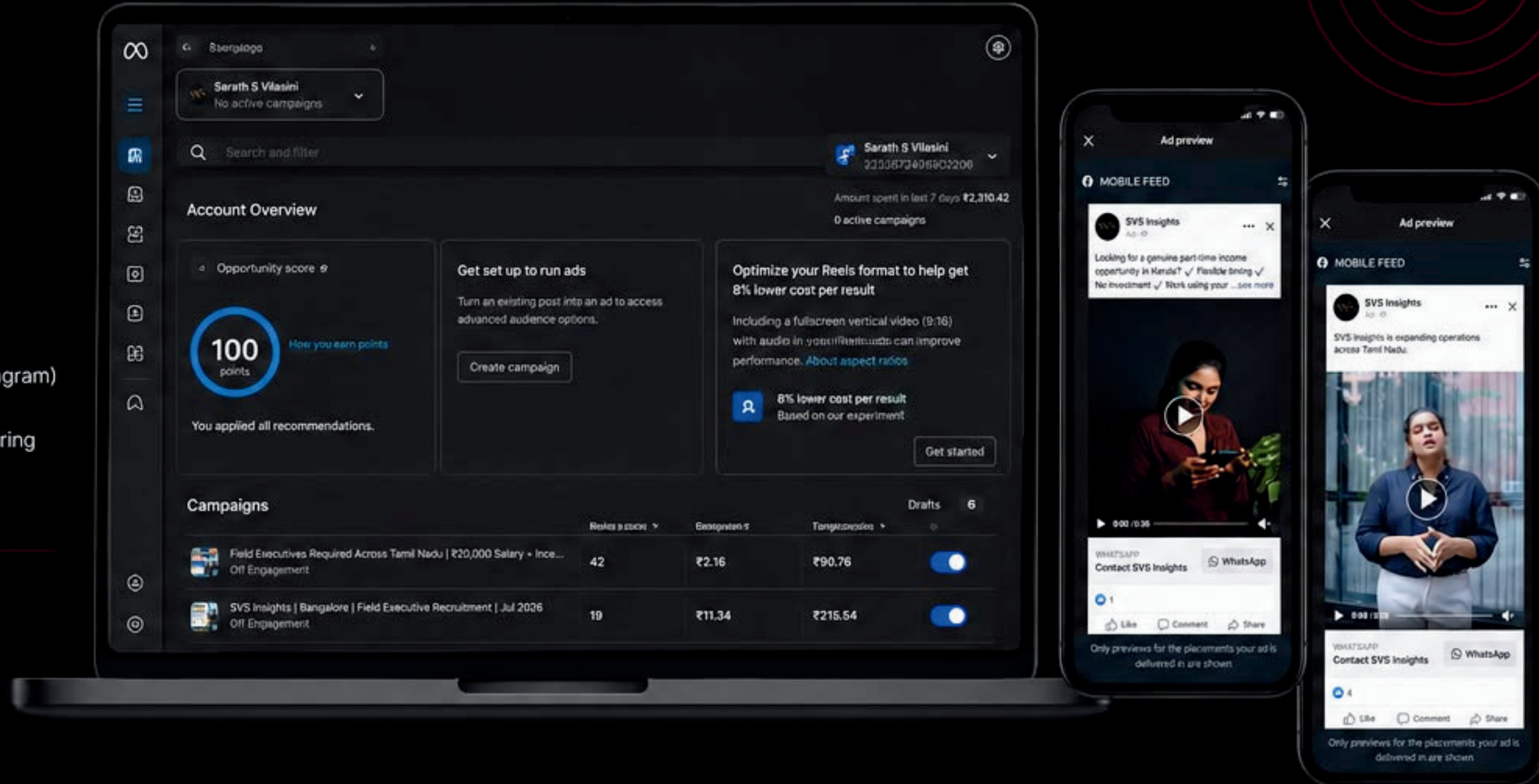


Google  
Sheets



### LIVE CAMPAIGNS

svsinsights.com

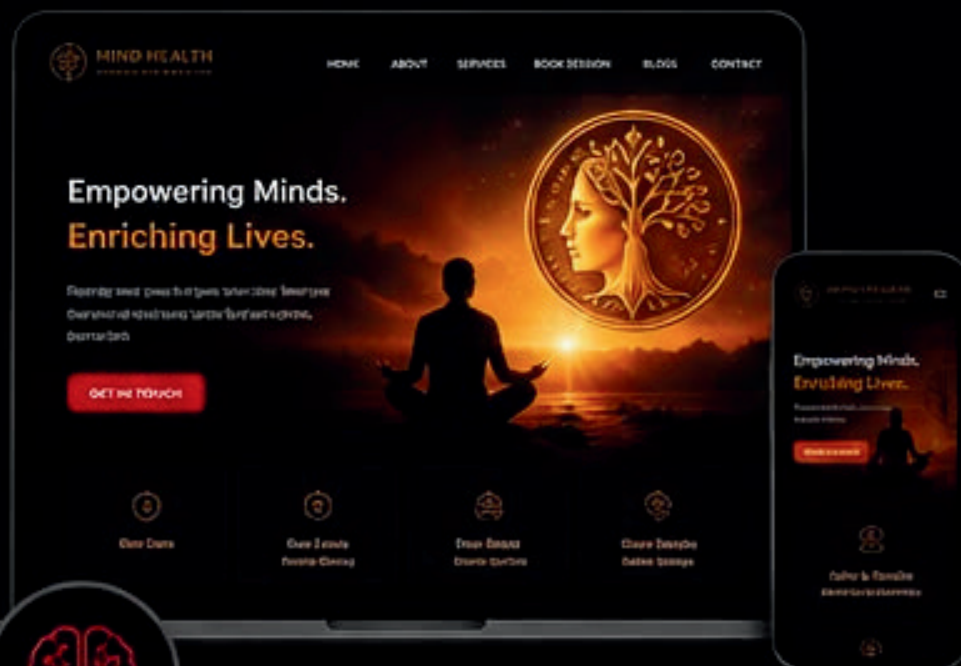


### CAMPAIGN HIGHLIGHTS



# Results That Matter

Every project I work on is focused on creating real impact.  
Here's how I help businesses grow and achieve measurable results.



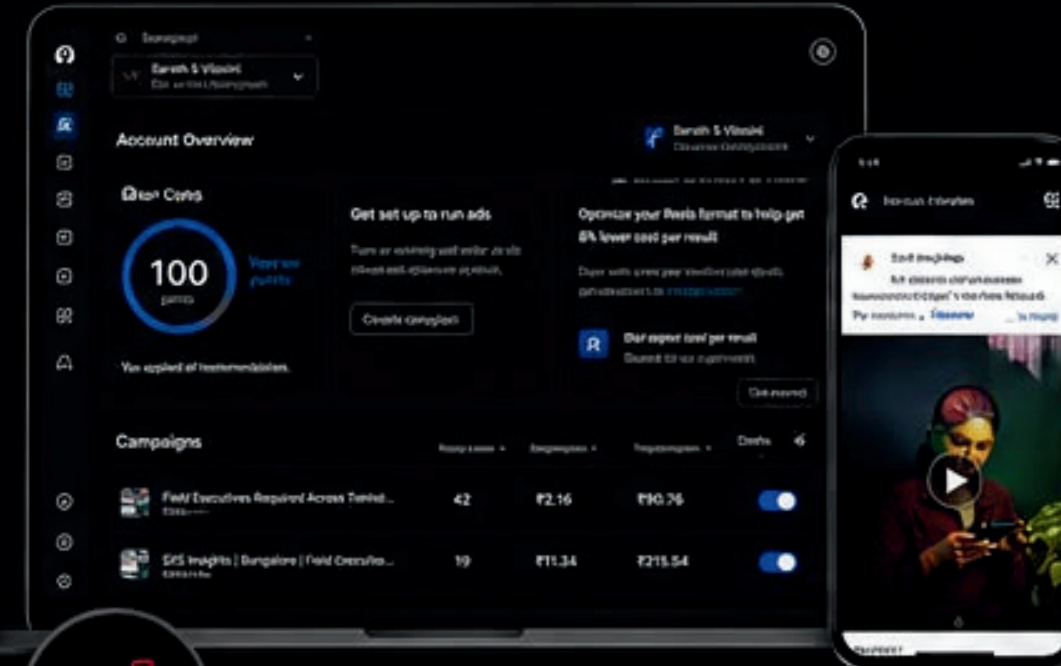
## Mind Health Solutions

- ✓ Complete responsive website
- ✓ Modern premium UI/UX
- ✓ Appointment booking system
- ✓ WhatsApp integration
- ✓ SEO-friendly structure for better visibility



## SVS Cabs

- ✓ Responsive business website
- ✓ Vehicle showcase with detailed pages
- ✓ WhatsApp booking integration
- ✓ Mobile optimized for seamless experience



## SVS Insights Meta Ads

- ✓ Hiring campaigns across Kerala, Tamil Nadu & Karnataka
- ✓ Generated qualified WhatsApp leads
- ✓ Optimized campaigns for lower cost per conversation
- ✓ Used Meta Ads Manager, audience targeting & performance optimization



### My Goal

Delivering strategies and digital solutions that not only look great but also drive real engagement, leads, and business growth.

3+

Projects Completed

100%

Client Satisfaction

Real

Measurable Impact



## WHY HIRE ME?

# WHY HIRE ME?

I don't just work for projects,  
**I work for your growth.**

I combine creativity, strategy, technology,  
and market understanding to deliver digital  
solutions that bring real business results.



### MY WORKING PROCESS



## WHAT I BRING TO THE TABLE



### PERFORMANCE MARKETING

- Meta Ads Campaigns
- Google Ads Strategy
- Lead Generation
- Conversion Optimization
- ROI Focused Approach



### WEBSITE DEVELOPMENT

- WordPress & Elementor
- Responsive & Modern Design
- SEO-Friendly Structure
- Fast Loading & Mobile Optimized
- User-Centered UI/UX



### COMPLETE DIGITAL MARKETING

- Search Engine Optimization
- Social Media Marketing
- Landing Page Design
- Marketing Automation
- Brand Building



### MARKET RESEARCH EXPERTISE

- 10+ Years of Experience
- Consumer Research
- Audience Measurement
- Data Collection & Analysis
- Insights That Drive Decisions

## WHY CLIENTS CHOOSE ME



Real project experience  
across multiple  
industries



Performance-focused  
strategies that  
drive results



Clean, premium  
design with great  
user experience



Fast communication  
and reliable  
delivery



Transparent reporting  
and complete  
visibility



Long-term partnership  
and dedicated  
support

## TOOLS I USE



Meta Ads  
Manager



Google Ads



Google  
Analytics



Google Tag  
Manager



Google Search  
Console



WordPress



Elementor



Canva



Figma



Google  
Sheets



ChatGPT



**LET'S BUILD  
SOMETHING  
THAT DELIVERS  
RESULTS.**

Whether you need a high-converting  
website, effective ad campaigns,  
or a complete digital marketing  
strategy, I'm ready to help your  
business grow.

**LET'S WORK TOGETHER →**



### PROJECT FOCUS

Web Development, Performance Marketing,  
Lead Generation & Market Research



### EXPERIENCE

10+ Years in Market Research  
& Digital Marketing



### APPROACH

Strategic • Data-Driven • Creative  
Transparent • Results-Oriented



### GOAL

Deliver Solutions That  
Create Real Impact



### BASED IN

Cheppad, Alappuzha  
Kerala, India



# LET'S WORK TOGETHER

## Ready to Transform Your Digital Presence?

I help businesses build modern websites, run performance-driven marketing campaigns, and create digital strategies that generate **measurable business growth**.

| Let's discuss your next project and  
turn your **vision** into **results**.

**SVS**  
INSIGHTS

**SARATH V S**

Digital Marketer | Website Developer  
Market Research Professional

### CONTACT



#### Location

Cheppad, Alappuzha, Kerala, India



#### Email

sarath@svsinsights.com



#### WhatsApp

9074437452



#### Phone

+91 907 443 7452



#### Website

sarathvs.com



#### Instagram

instagram.com/svs\_insights/



#### LinkedIn

linkedin.com/in/svs9074/

### I CAN HELP YOU WITH

- ✓ Website Design & Development
- ✓ Performance Marketing
- ✓ Google & Meta Ads
- ✓ SEO Services
- ✓ Digital Marketing Strategy
- ✓ Marketing Automation
- ✓ Market Research
- ✓ Freelance Projects
- ✓ Business Collaboration



#### ROI-FOCUSED

Strategies that drive  
measurable results.



#### CLIENT-FIRST

Your goals are my  
top priority.



#### DETAILED & TRANSPARENT

Clear communication  
at every step.



#### ON-TIME DELIVERY

Committed to quality  
and deadlines.



#### LONG-TERM PARTNERSHIP

Building relationships  
that last.

“

Great businesses are built with the right strategy,  
the right execution, and the right partner.

*Let's build yours together.*

”

*Sarath V S*

THANK YOU FOR REVIEWING  
MY PORTFOLIO. ❤️





# THANK YOU

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