

I am a passionate & result-oriented senior digital marketer with over six years of experience. Breakdown: **3+ years of experience in paid marketing, 3 years of experience as an SEO lead, 2+ years of exp. as a marketing manager, and 2+ years of experience as a social media marketing manager.** I wore multiple hats, built strong teams, learnt from disciplined leaders and contributed strategies and surgical executions to drive **5%-10% MOM conversion rates across Google, LinkedIn, and Facebook using paid and organic strategies.** Furthermore, I helped **grow the organic monthly traffic by more than 50% with SEO, Email marketing and Social media.**

I am seeking the role of a senior manager to nurture teams and become the domain leader in our segment.

Experience

2022 - Current

Associate Marketing Manager

ScryAI & VoCP

Growth Marketing:

- Worked with reputed B2B review websites (clutch, Gartner digital markets, G2) and started getting traffic and backlinks from them. **[300+ new product focused visitors/mo]**
- Worked with interns to develop a media list of **1000s of POI** in news websites, blogs, and journalists.
- Delivered **viral videos for VoCP.** (A non-profit managed by ScryAI)
- Helped strategize and grow **social media page.** We **increased traffic share from 2% to 8%.**
- Executed multiple growth strategies like **external & internal podcasts, email marketing, internal events** in order to increase brand recollection and saw multiple brand keywords getting traffic
- Published on **KD Nuggets, Inc. 5000 and other reputed websites.**

SEO:

- Audited old website for Technical SEO, User Experience and Market positioning and convinced stakeholders to **upgrade to an enterprise level website** as our ACV is around \$50,000.
- Built off-page channel list with **200 strategic websites** that accept **guest posts.**
- The complete website revamp has been delayed as the developer left the org.
- Provided **11-15 SEO optimized content briefs** every month to be published on scryai.com, voiceofcancerpatients.com, and various other off-page sources.
- **Managed 4 content writers** and helped edit all their articles.
- Developed and shared comprehensive Keyword Analysis research and competitor analysis research. **[200 + google sheets], [100+ page word doc]**

Analytics & Reporting :

- Delivered end-to-end analytics with **Google Analytics 4, Google Tag Manager, Google Search Console, Ahrefs.**
- Presented complete website and social media **analytics reports to the CXOs twice a month** during the USA team meetings.
- Used **BI software like Google Looker Studio and Power BI** to develop **interactive dashboards for the reports.** Stuck to Looker studio as active and Power BI as passive.
- **Created advanced level tracking** as per the requests by various stakeholders and leaders.

Partnerships & Collaborations:

- **Created and executed campaigns to reconnect with our partners** by actively contributing to their social media pages, providing solutions on their discord and slack channels, asking questions in order to improve our products, and being in touch with their team via email & newsletters.
- Created a **comprehensive & easy to use HR checklist for ScryAI**.
- Shared a **curated list of books** around Marketing, PR, B2B Sales, finance & investing.

Planning, Strategy & Tactics:

- Researched by learning from YouTube videos of prominent (CMOs, VPs) leaders in our segment, from SaaS interviews, and marketing books.
- Crafted a strategic & custom plan for LinkedIn Lead Gen, Google Ads, and Content Marketing and secured a good budget and have been hiring.

Creative Content Marketing:

- Helped strategize, edit and deliver all **videos, graphic creatives for product marketing, pitch decks**, and for social media as you can see on ScryAI's social pages.
- Edited all articles for grammar, sentence structure and SEO.
- **Wrote crisp press releases** and taught the content team how to do the same.

Budgeting & Project Management:

- Created google sheets for **hiring, resource allocations, budget spread, forecasting**. Also **developed Gant charts, Asana boards to track work**.
- Provided multiple case scenario for the **budgets and its output along with timeline and ROI**.

Stakeholder Management:

- Held **regular fire-side-chat sessions with CXOs** and senior managers, with my team in order to ensure **smooth approvals and fast execution**.
- Presented **high level data driven reports** with organized low level clickable links to sheets with all the technical data.

i Note: I will not be able to follow the above format for the rest as it will take up too much space.

2021 - 2022

Consultant + Farmer

Team Urban Ashram, They Find Me, The Marketing Scientist

- Hit **~14% conversions Month Over Month** for luxury rental property landing page with 15%+ CTR on Google Ads.
 - Got **Recognized by Unbounce as a globally high converting landing page**.
Committed 200 leads/mo single handedly and the **developed landing pages too**.
- Hired and built a team to Manage **Amazon & Flipkart PPC committing 300 leads/mo**.
- Optimized my small farm by
 - Investing into machinery to be less dependent on labor and unions.
 - Started growing new crops like **Mushroom, Turmeric and Papaya**.
 - Created a income statement for the farm
 - Being an avid finance reader, I helped optimize a 1Cr fund and diversified it in order to gain around **16%-20% CAGR** using coffee can investing principles

2019 - 2021

Senior Digital Marketing Specialist

American Technology Consulting

- **Saved \$10,000+ by identifying & strategizing trends** in PPC, stopping failing PPC campaigns fast, and optimized working campaigns to deliver higher CTRs & Conversion rate.
- Experienced in **weekly reporting to C-Suite** executives

- Helped in optimizing Google Ads(~8% CR), Facebook Ads(~10% CR), YouTube Ads(campaigns for visibility), and LinkedIn Ads(~ 9%). Was an **Associate Account Manager** for a **\$350,000 yearly outbound marketing budget**.
- Actively **managed a creative team of 4 specialists** and delivered high converting landing pages as well as social media posts across two products.
- **Helped Create a community** around the products.
- Ad Copy optimization by writing **direct-to-sell Ad Copies**
- Managed **1 member Email Marketing team** and Helped optimize creatives, quality and legality. **Got 75,000 website views in the first month.**
- Found new market opportunities and made reports
- Discovered poor quality product development in certain areas and worked with stakeholder to increase customer satisfaction
- In my spare time, I learnt more about the products and took a passive role in various product meetings.

2016 - 2019

Freelancer & Consultant

They Find Me

- Closed a **major deal worth \$10,000 with a nursing facility in the UK**. Decided on a 360-marketing service. Developed the website, trained sales team and developed community.
- Consulted **5 SMEs in Bengaluru, Kerala and Canada** (Lexinia Laser Clinic, Forest Creative, Kohbee, RV Constructions, Alps Innovation) over 3 years and provided services such as Website Development, Graphic Design, Social Media Marketing, Market Research, SEO, SEM and Page ranking services.
- I Used growth hacking in social media and helped **grow accounts to 200,000 followers from 50,000 followers.**
- **Managed Social Media accounts** with 200k+ followers

2014 - 2016

Part Time/Full Time Work

Subway, The Watch Company, Tutor Doctor

- Subway Fast-food chain **key holder & sole manager of shop** (Vaughn, Canada)
- High School **Tutor** (TutorDoctor, Vaughn, Canada)
- Watch **Salesman & Repairman** (SquareOne Mall, Canada)

Education

2021 - Current

B.Sc Data Science

IIT- Madras (Degree for Working Professionals)

- O'Reilly Scholarship Student
- Current CGPA - 8.71
- 20 hrs/week weekend and after work study program

- Avada
- SemRsuH
- SpyFu
- Ahrefs
- Canva
- Word Hero
- Word AI

- Elementor
- Unbounce
- Hubspot
- BuzzSumo
- Inkscape
- HTML & CSS
- Python

- SEO
- PPC
- Technical Content Writing
- ChatGPT
- Social Media Marketing
- Copy Writing
- Email Marketing
- Website Development

- Freecodecamp.org Developer Certification (HTML, CSS) (300 hours)
- 4 Star Python badge in Hackerrank
- Kaggle Machine Learning Certification - Beginner
- Kaggle Python Certification
- Google Ads Measurement Certification
- Google Ads Search Certification
- Google Shopping Ads Certification
- Google Ads Video Certification
- Google Ads Display Certification
- Google Search Ads 360 Certification
- Google Analytics Academy
- SEMrush Content Marketing Certification
- HubSpot Email Marketing Certification
- HubSpot Social Media Certification
- HubSpot Growth-Driven Design Certification