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Summary

As a Director of Digital Marketing & Sales, I have accumulated a wealth of experience over 13 years, leading and overseeing comprehensive digital strategies to drive growth and revenue for organizations.

Responsibilities

- **Expert Leadership:** A results-driven leader with an extensive background in steering high-performing digital marketing and sales teams. Proven ability to motivate and guide teams to achieve and exceed organizational objectives.
- **Strategic Planning & Execution:** Proficient in devising and implementing comprehensive marketing and sales strategies aligned with business goals. Adept at utilizing market research and data analysis to drive informed decision-making.
- **Digital Transformation & Innovation:** Proven ability to lead digital transformation initiatives within an organization, adopting emerging technologies and innovative solutions to stay ahead in the dynamic digital landscape.
- **Sales Growth & Revenue Generation:** Demonstrated success in boosting sales and revenue through strategic marketing initiatives, effective lead generation, customer acquisition, and conversion optimization.
- **Customer-Centric Approach:** Strong focus on understanding customer behavior, preferences, and needs to tailor marketing strategies that resonate with the target audience and enhance customer satisfaction and loyalty.
- **Cross-Functional Collaboration:** Effective collaborator, bridging the gap between marketing, sales, product development, and other departments to ensure seamless integration of strategies and deliver a unified brand message.
- **Performance Analytics & ROI Optimization:** Proficient in utilizing analytics tools to measure marketing and sales performance, analyze data, and optimize strategies for enhanced return on investment (ROI) and cost-effectiveness.
- **Stakeholder Engagement and Relationship Building:** Established and nurtured strong relationships with key stakeholders, including clients, partners, and vendors, resulting in successful collaborations and increased business opportunities.
- **Brand Development and Reputation Management:** Successfully built and enhanced brand identity in the digital space, managing online reputation and ensuring consistent brand messaging to maintain a positive brand image.
- **Global Market Penetration:** Orchestrated successful market entry strategies into diverse markets which includes USA, UK, UAE, APAC & AUSTRALIA, tailoring digital approaches to suit local preferences and regulations, resulting in increased global market share and brand visibility.
- **E-commerce Strategy and Growth:** Crafted and executed e-commerce strategies, optimizing online sales platforms, enhancing user experiences, and integrating seamless payment gateways, driving substantial growth in online revenue.

- **Product Launch and Brand Promotion:** Successfully orchestrated product launches leveraging digital platforms, generating excitement, and driving consumer engagement, resulting in successful market entries and heightened product visibility.
- **Agile Project Management:** Implemented agile project management methodologies, ensuring flexibility and adaptability to changing market dynamics and emerging opportunities, thereby maximizing project efficiency and outcomes.
- **Crisis Management and Resilience:** Demonstrated adept crisis management skills, efficiently navigating and mitigating reputational challenges in the digital sphere, ensuring minimal impact on brand image and customer trust.
- **Budgeting and Resource Allocation:** Strategically allocated budgets and resources for digital marketing campaigns, achieving maximum reach and impact within defined financial parameters, and delivering strong ROI.
- **Multi-Channel Marketing:** Proficient in leveraging various digital channels such as social media, email marketing, SEO, SEM, and content marketing to reach target audiences effectively and enhance brand presence.
- **Proven Track Record:** Documented success in driving revenue growth, increasing brand visibility, and delivering successful digital marketing campaigns for notable organizations.

Employment

Director Digital Marketing and Sales, (SMI Group) Vinga Software Solutions, Chennai
SEPTEMBER 2021 — PRESENT

Director Marketing & Business Development, Brand Reachers, Chennai
SEPTEMBER 2018 — AUGUST 2021

Digital Marketing Manager, Oyester Homes Chennai Pvt. Ltd, Chennai
OCTOBER 2017 — AUGUST 2018

SEO/SMO Analyst, Mark Studio India Pvt. Ltd, Chennai
FEBRUARY 2017 — SEPTEMBER 2017

SEO Specialist, Genxlead, Chennai
JUNE 2015 — NOVEMBER 2016

SEO Specialist, KSK Technologies, Chennai
AUGUST 2013 — MAY 2015

SEO Analyst, Green World Group, Chennai
NOVEMBER 2012 — JULY 2013

SEO Analyst, Algoritz Web Technologies P Ltd, Chennai
DECEMBER 2011 — JULY 2012

Education

MBA, Human Resource, University of Madras, Chennai AUGUST
2011 – SEPTEMBER 2013

BE, Computer Science, Idhaya Engineering College for Women, Chinna Salem AUGUST
2006 – APRIL 2010

Skills

Marketing Strategy Market Research & Analysis E-commerce & Product Marketing Marketing Analytics Native Advertising Affiliate Marketing Guerrilla Marketing B2B Sales Data Analysis Brand Strategy & Development Content Strategy & Marketing	Email Marketing Financial Acumen & Budget Management Industry Trends & Sales Forecasting Marketing Automation Conflict Resolution & Decision Making Communication and Negotiation Networking and Relationship Building Innovative Thinking Customer-Centric Focus Leadership Project and Time Management
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Tools

CRM Systems - Zoho, Salesforce, HubSpot, Odoo

Email Marketing Platforms - Zoho Campaigns, Mailchimp, Mails.ai, Sendgrid, apollo.io, Brevo

PPC Advertising Platforms - Google Ads, Facebook Ads Manager, Bing Ads, LinkedIn, Taboola, Clutch

Marketing Automation Platforms - Zoho, Marketo, Avada, Hootsuite

Analytics and Reporting Tools - Google Data Studio, Google Analytics, GTM, Tableau, SEMrush, Hotjar, LuckyOrange

Project Management and Collaboration Tools - Zoom, Confluence, JIRA

A/B Testing Tools - Optimizely, Google Optimize, Unbounce, HubSpot

B2B Data Tools - LinkedIn Sales Navigator, SalesQL, Hoovers, Zoominfo, Lusha, Crunchbase, Apollo

Social Media Management Tools - Zoho Social, Crowdfire, Hootsuite, Buffer

SEO Tools - Moz, Google Console, Bing Webmaster Tools, Google Keyword Planner, Ahref, Open Site Explorer, Screaming Frog, SEO Quake, Xenu, Majestic SEO, WooRank, Ubersuggest, Similarweb, SpyFu

Content Management Systems (CMS) - WordPress, Magento, Shopify, Wix