

Prasadh

Digital Marketing Manager at iBridge

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Bangalore, KA

SUMMARY

Digital Marketing Manager with over 5 years of experience working in Real estate, software, education, consumer electronics retail. Well-acquainted with creating data-driven marketing campaigns, SEO, social media management and content marketing. Implementing "Refer-a-friend" campaign resulted in over 900 new customers and \$1.5M+ in additional revenue in 6 months for Housingman

EDUCATION

B.Tech. Electrical Engineering

JNTUA COLLEGE OF ENGINEERING ANANTAPURAM

2010 - 2014 Andhra Pradesh

GPA

3 / 4.0

EXPERIENCE

Digital Marketing Manager

iBridge Analysis & Development Pvt Ltd.

2021 - Ongoing Bangalore, KA

iBridge® is a Digital Transformation Company, has helped many organizations in the legal, healthcare, manufacturing, utilities, financial, and education industries

- Leading a team of 5 designers, marketers and analysts.
- Created and implemented Organic Marketing strategies to generate more organic traffic and leads for clients.
- Assist the web development teams on implementing SEO friendly website.
- Managed all social media presence resulting in the successful creation of social media presence.
- Created 70+ Facebook posts and 50+ ads on a weekly basis Developing 2-3 marketing strategies and campaigns each quarter
- Have done Google Ad words campaigns and Performed adjustments on campaigns in Google AdWords in order to maximize performance within current budget.
- Build targeting strategies and audience segments to optimize campaign performance across channels.
- Developing 2-3 marketing strategies and campaigns each quarter.

Assistant Digital Marketing Manager

Massimo Batteries

2020 - 2021 Hyderabad, TS

Massimo Battery is one of the fastest-growing battery brands in India.

- Coordinated marketing activities amongst 25 team members
- Generated a 200% uplift in organic traffic to the website in 6 months through extensive SEO
- Implemented "Refer-a-friend" campaign resulting in over 9,000 new clients and \$2.5M+ in additional revenue in 6 months
- Launched email marketing campaign that contributed 10% of sales

SKILLS

Marketing

Growth marketing

SEM

SEO

Email Campaigns

Digital Strategy

Social Media Marketing

CRM

Marketing Tools

Google Analytics

Hootsuite

Facebook Business

Google Ads

Google Tag Manager

semrush

Pardot

Mailchimp

Salesforce

Additional Skills

HTML

CSS

PHP

Word Press

adobe photoshop

adobe Illustrator

STRENGTHS

Growth Mindset

Always striving to be the best version of myself. I think this goes hand in hand with marketing, which is here to help companies grow.

Result-Oriented

I always make sure to create roadmaps before any new project to know what I am aiming for.

Time management

Acquired my Master's degree while working full-time at a new job.

EXPERIENCE

Digital Marketing Specialist

HousingMan.com

📅 2018 - 2020 📍 Bangalore, KA

HousingMan is a company operating a property marketplace

- Performed keyword search volume analysis, Technical, On & Off-site optimization, Competitive Intelligence, Social signals, Goal conversion measurement, A/B, and Multivariate testing for over 50+ client Websites.
- Responsible for creating meaningful, productive, and creative digital marketing strategies.
- Execute Successful in house campaign for 2 projects launches, accolades Of generating 90+ site visits in a 2 -days time frame during the launch.
- increase in spends vs site visits vs closures. witnessed 38% gain in led volume from FY 18- 19 TO FY 19-20. Handling external agencies for projects specific targets on site visits and closures
- Worked on Sobha, Ozone, Prestige, Tata, Prestige and a few more
- Handled digital expenses worth minimum of 2 crores with 40 odd campaigns in Google & Facebook at any given Point of time.
- Increase conversion rates, reduced bounce rates, and improved ROI by monitoring analytics reports and adjust accordingly.
- Revamped marketing and helped to grow overall revenues by 18%
- Created engaging email campaigns and email outreach resulting in 70% response rate and keeping leads interested/becoming clients Remain up-to-date with search, social, Pay per click , mobile trends and innovations.
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