

K Saravanan

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6th Cross Road,
Dayanandha Layout,
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Digital Marketing Manager

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Profile

Result oriented 10+ years of experience in Brand Management, Digital Marketing, Research Retail Operations, Business Process & Analysis, Negotiations, Market Development & Evaluation, Market Expansion, B2B Marketing, Spearhead multimedia Marketing campaigns. Designing, creating and managing content across multiple communication platforms, with a thorough understanding of social media, content marketing, customer engagement and community building strategies. Proven ability to drive sales gains and increase brand awareness.

Area of Expertise

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|--------------------------------|----------------------------------|
| • Social Media Marketing | • Budget Management |
| • Brand Management | • Google Analytics |
| • Search Engine Optimization | • Strategic planning |
| • Lead generation Activity | • Team Leadership |
| • Promoting App Installment | • Vendor – client communications |
| • Taboola Ads | • Public and media relations |
| • Google AdWords | • Designing Collateral |
| • Market / Competitor Analysis | • Web Analytics |
| • Campaign Management | • Corporate Brand Development |
| • Aggregator management | |
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Strategies

- ❖ Together as a Team, worked closely for the betterment of the company both Online and Offline.
- ❖ Crafting strategies for all Marketing teams, including Digital, Advertising, Communications and Creative Set, monitor and report on team goals
- ❖ Design branding, positioning and pricing strategies
- ❖ Ensure our brand message is strong and consistent across all channels and marketing efforts (like events, email campaigns, web pages and promotional material)
- ❖ Replacing nonproductive sales pitches with focus on engagement and customer care.
- ❖ Developed engaging viral content to build social media audience.
- ❖ Discarded underperforming campaigns revamped PPC advertising. Resulted in improvement of performance instantly.
- ❖ Audited content to identify SEO/traffic generation opportunities and then co-coordinating with bloggers to write high impact content.
- ❖ Building strong brands through market research, Brand building, 360degree marketing activities to understand, smart product development the customer to tap into needs, and creative positioning to penetrate the target niche”.
- ❖ Corporate marketing including Digital, Offline –OOH, BTL, Activations, On ground Promotions, Lead generation and internal/external communications for companies across diverse industries.

Professional Experience

Barbeque Nation Hospitality Ltd

April 2019 to Till Date

Designation: Manager

Company Profile: Barbeque Nation was founded in 2006 with a simple vision – offering a complete dining experience to customers at affordable prices. Barbeque Nation is now 140+ Outlets strong in India, 4 outlets in UAE, 1 outlet in Malaysia & 1 outlet in Oman

Responsibilities:

- ❖ Preparing and managing monthly, quarterly and annual budgets for the Marketing department
- ❖ Analyses consumer behaviour and determine customer personas
- ❖ Identify opportunities to reach new market segments and expand market share
- ❖ Craft quarterly and annual hiring plans
- ❖ Monitor competition (acquisitions, pricing changes and new products and features)
- ❖ Reporting the ROI on Facebook, google ads, Instagram, YouTube, Twitter and other digital Channels.
- ❖ Coordinates sales and marketing efforts to boost brand awareness
- ❖ Participate in the quarterly and annual planning of company objectives
- ❖ Assist in the formulation of strategies to build a lasting digital connection with users.
- ❖ Analyzing, optimizing and running ads on different paid channels
- ❖ Build an amazing social media presence in FB, Instagram, YouTube, (wherever our users are present)
- ❖ Acquire insight in online marketing trends and keep strategies up to date.
- ❖ Maintain partnership with media agencies and vendors.
- ❖ Creating ad content with the help of design and video team
- ❖ Coordinating with India / International Team and executing the campaign
- ❖ Digital calendar / ORM

Achievements:

- ❖ Achieved 300% increase in web traffic for my present employer through integrated digital campaign.
- ❖ Added Laurels to Barbeque Nations, the First Food Brand to reach 1 Million in Facebook in the year 2020
- ❖ Our team won the best Innovative Ideology award for the year 2019 held in Thailand.
- ❖ Increased Engagement with customers and generated more leads for corporate campaign.
- ❖ Drove Online Purchases of gift vouchers and reached target Audiences.
- ❖ Executing corporate and regional campaign on time based on the requirement (store launch / missed call campaign / Invite campaign and App Installments)
- ❖ Delivered regular training to new hires in the team & maintaining training tracker of the new hires.
- ❖ Multiple lead generations at platforms rated by marketers.
- ❖ Collaborated with external team members for website development and SEO.

Designation: Manager Web Designing & Digital Marketing

Company Profile: Gopalan Enterprises was founded in 1984. This Group is engaged in the promotion of Residential and Commercial properties along with Shopping Malls, Townships, Special Economic Zones, Software Technology Parks, Biotech Parks, Organic Farms, Educational Institutions, Export of Culinary, Medical Herbs, Star Hotels, Hospitals, etc.

Responsibilities:

- ❖ Coordinate between various divisions like Organics, School, College, Malls, Cinemas and Residential, to ensure seamless execution on new marketing efforts.
- ❖ Creating and execution of internet marketing plans that includes use of pay-per-click advertising, digital promotional campaigns, search engine optimization, e-newsletter and its distribution to all our company ventures.
- ❖ Developing and managing the strategic marketing goals for digital presence of the company
- ❖ Responsible for budgeting, managing and adhere all digital campaigns
- ❖ Managing the projects, generating quality traffic to the website to ensure good booking conversion rates.
- ❖ Daily activities including Directory & Articles submission, Social book marking, Forum posting, Blog commenting, Guest Posting etc.
- ❖ Quoted contents for the websites as per industry/market requirement to enhance the word power
- ❖ Report effectiveness of all digital activity including web analytics, conversions etc for each campaign.

Achievements:

- ❖ Upward movement of the company position for all relevant search results across paid and organic channels (not limited to Google)
- ❖ Key words that are getting displayed in Page 1, in Google ranking –
 - Organics store in Bangalore
 - Engineering colleges in Whitefield
 - PU colleges in Bangalore
 - International school in Whitefield
 - Luxury Apartments in Mysore Road
 - Sports centre in Bangalore
 - Architecture colleges
 - National school in Bangalore
 - Malls in Bangalore
 - Ongoing Residential Projects in Bangalore
- ❖ Implemented various skills on social Medias to promote the brand and its services to drive traffic that connects and stays on the website.
- ❖ Increased social media ROI by 275% and digital marketing lead generation by 124%.
- ❖ Improved Google ad words by 104% and achieved top organic rankings for key phrases.
- ❖ Launched E-mail marketing and SMS Marketing and grew contact database by 178%
- ❖ Worked with the offline marketing team to enhance/promote any offline activities on digital media
- ❖ Been responsible for managing online PR for the company and has lead the social media presence and engagement for the company.
- ❖ Created several videos, driving enormous web traffic.

My Asset Developers - Chennai

May' 09 to November 2013

Designation: Manager—Designing & Online Marketing

Company Profile: My Assets Developers are involved in identifying and developing the potential of emerging real estate. Our core values of Integrity, Transparency and Accountability have enabled us to become a trusted player in the asset development segment.

Responsibilities:

- ❖ Manage SEO plans on Lead Generation and Traffic Growth models.
- ❖ Marketing of our projects across the Country through various web channels and generate leads for residential and commercial projects. Increase in Website traffic through different web channels.
- ❖ Create website design and development.

Achievements:

- ❖ Brought the website on top in Google based on the projects location
- ❖ Done various other duties related to graphic designing like Banners, Brochure, Catalogue, Posters and E-Brochure.
- ❖ Used CSS and HTML for template creations and developing of website.

Work Experience

- ❖ Working as Marketing Head for Barbeque Nation Hospitality Private Limited, Bangalore from April 2019 to till Date
- ❖ Worked as a Manager Web Design & Digital Marketing for Gopalan Enterprises, Bangalore from December 2013 to April 2019.
- ❖ Worked as a Manager – Designing & Online Marketing for My Asset Developers, Chennai from May 2009 to November 2013.
- ❖ Worked as a Computer Technician for Glowel Casttech, Jaipur from Jan'07 to Mar'09.

Domain Certification's

- ❖ "Internet Technology & Web Page Designing" certification from STATE PROJECT CO-ORDINATION UNIT.
- ❖ "Desk Top Publishing" from STATE PROJECT CO-ORDINATION UNIT.
- ❖ "Computer Hardware" certification from STATE PROJECT CO-ORDINATION UNIT.

Education

- ❖ BE - Specialized in Computer Science and Engineering April 2006, From M.I.E.T Engineering College, Trichy.
 - ❖ Diploma in Computer Technology from Mohamed Sathak Polytechnic, Kilakarai.
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Technical Skills

❖ Digital Marketing Tools	:	Buffer,Hootsuite,Tweetdeck,
❖ Web Designing	:	Dreamweaver CS2, JavaScript, CSS2, HTML4
❖ Graphics Designing	:	Photoshop CS4, Corel Draw, Illustrator
❖ E-Mail Marketing	:	Sendin Blue,Mail Chimp,Send Blaster
❖ ORM Tools	:	Simplify 360.Konnect Insights
❖ CRM	:	Paramantra

Personal Profile

❖ Name	:	K.Saravanan
❖ Fathers' Name	:	I.Kulandhaivel
❖ D.O. B	:	14/12/1982
❖ Gender	:	Male
❖ Languages Known	:	English, Tamil and Hindi
❖ Marital Status	:	Married