**Ranjith Shenoy**

**Email:**ranjithshenoy215@gmail.com **Phone:** +91-9481760546

House No.22, 7th Cross, R.D. Layout, B.G. Road, Bangalore– 560030

*Dynamic & a highly accomplished professional with* ***MBA (Marketing & Finance)*** *offering* ***7.9 years*** *of experience in understanding the market dynamics now looking for a suitable role to explore the skills acquired and execute the creative ideas while aiding in achieving the organizational goals.*

**Profile Summary**

* Profile involves the role of promoting the different products/services of our company to the global market by handling various **Digital Marketing** activities, & thereby generating the online/inbound leads for our company
* Skilled in preparing marketing plans, implementing digital marketing strategies, performing on-page and off-page SEO activities, Social media marketing, Content Marketing, designing marketing collaterals, running online campaigns etc. with a vision to explore new market opportunities
* Conducting extensive market research to analyze and assess market potential, providing valuable inputs to fine-tune marketing strategies
* Able to understand customer’s perception & behavior and provide appropriate marketing solutions
* Delivered a seminar on ‘Business Ethics & Corporate Social Responsibilities’ at national level conference
* Worked on a project ‘Marketing of Petroleum Products in MRPL & Awareness of Branded fuel in Mangalore City’ at Mangalore Refinery & Petrochemicals Limited (MRPL), Mangalore (1 Month)
* Conversant with MS Office, Windows Operating Systems and Internet Applications
* Excellent in decision making with a positive approach to achieve success in every stage
* Goal-oriented with high team spirit, excellent communication, analytical, leadership and problem-solving skills

**Areas of Expertise**

*Marketing Management*

*Social Media Marketing*

*Website Analytics*

*Demand Generation*

*Customer Acquisition*

*Search Engine Optimization*

*Campaign Management*

*Brand Management*

*Competitor Analysis*

*Marketing Communications*

*Digital Marketing*

*Creatives Design*

*Market Research*

*Online Advertisement*

*Performance Marketing*

**Academic Details**

**MBA (Marketing & Finance)** from Poornaprajna Institute of Management, Udupi, Mangalore University (72.19%)

**B.Sc. (Computer Science)** from Sri Bhuvanendra College, Karkala, Mangalore University (78.66%)

**XII** from Sri Bhuvanendra PU College, Karkala (55.83%)

**X** from Govt.Junior College, Kukkuje (65.44%)

**Work Experience**

**Utthunga Technologies Pvt. Ltd, Bangalore**

**Lead – Digital Marketing (10 Months)**

**Key Result Areas:**

* Responsible for developing innovative ideas and creative Digital Marketing campaigns in promoting the products/services of our company to reach the prospects across global market through various online channels
* Managing the company’s website and blog with responsive contents to promote various products/services
* Generating the Web Analytics Report to study the traffic and understand the various website related parameters
* Planning and executing the Social Media Marketing activities in various channels like LinkedIn, Facebook, Twitter, Instagram etc.
* Very strong skills in On-page SEO activities like creating Meta tags, Header tags, Keyword Analysis, Image optimization, Submission of sitemap.xml etc.
* Good command over Off-page SEO activities like Article submission, Directory submission, Social Bookmarking, Blog commenting, Forum posting etc
* Developing the marketing collaterals like Brochure, Flyer, Decks, E-mailer etc for various promotional activities
* Handling the LinkedIn Live sessions and coordinating the Influencer marketing activities as part of brand building
* Running the paid ad campaigns on LinkedIn and Google Ads platforms to generate the demand for our offerings
* Lead the digital marketing activities by coordinating with team members to collectively conceptualize the plans
* Explored and analyzed various online marketing tools to enhance the visibility of digital assets in order to improve the marketing efforts and gain the proper insights

**Compassites Software Solutions Pvt. Ltd, Bangalore**

**Senior Executive – Digital Marketing (2.3 Years)**

**Key Result Areas:**

* Creating the responsive content for the company's website in order to market various products and services
* Accountable for planning creative digital marketing activities and executing online campaigns to promote our company's products/services to prospects all over the world via various channels.
* Leading the social media marketing efforts on different platforms such as LinkedIn, Twitter, Facebook etc.
* Performing the On-page and Off-page SEO activities to bring a delta change of visibility in search engines and thereby increasing the organic website traffic
* Creating a variety of marketing collaterals for sales and business development activities
* Collaborating with various teams to get executed the various digital marketing efforts
* Handling the customer acquisition campaigns across different online channels
* Preparing the Analytics Reports to gain deeper insights about our industry and to assess our company’s market metrics with respect to essential parameters

**Sun Telematics Pvt. Ltd, Bangalore**

**Assistant Manager – Digital Marketing (1.5 Years)**

**Key Result Areas:**

* Planning and executing various digital marketing activities in promoting the products of our company to reach the global market through various branding activities and generate the leads
* Developing the marketing creatives for various promotional and branding campaigns
* Handling the company’s website/blog and updating the content across different pages
* Executing the On-page SEO and Off-page SEO activities in order to create greater impact in search results and creating visibility in various online channels
* Managing the Social Media Marketing activities in various channels and running the paid Ad campaigns
* Worked closely with media companies to feature our company with news articles
* Promoted our apps across different digital channels to reach the larger audience in the targeted market
* Provided training to our Sales team in different regions for enhancing their product knowledge
* Lead the team of two members by mentoring them to perfectly sync-up all the digital marketing activities

**iWave Systems Technologies Pvt. Ltd, Bangalore**

**Business Development Executive (Digital Marketing) (2.8 Years)**

**Key Result Areas:**

* Managing the various digital marketing campaigns and branding initiatives in various medias to generate higher visibility in online channels
* Designing & creating the marketing collaterals like Newsletter, Brochure, Poster, Flyer, Banner, E-mailer etc for various promotional campaigns and Events/Exhibitions on regular basis
* Preparing the Analytics Reports on marketing activities to en-route the managerial decisions into right direction
* Managed both On-page and Off-page SEO activities for increasing the website traffic and search visibility
* Worked closely with the vendor to run the Google Ads campaign in effective ways
* Getting signed the distributor contract agreements of sales partners across the globe
* Exploring & managing both the local and abroad Events related to our industry
* Editing and releasing the Product videos to upload in company’s YouTube channel

**Praras Biosciences Pvt. Ltd, Bangalore**

**Corporate Marketing Executive (8 Months)**

**Key Result Areas:**

* Successfully promoted B2B products, by planning, developing and implementing various Digital Marketing campaigns for different offerings
* Driving marketing activities for various products through promotional campaigns
* Proficiently designed & created marketing collaterals like PPTs/Brochures/Posters/Flyers/Banners/E-mailers etc.
* Managed different aspects of Social media marketing, SEO, Content Marketing, Advertisements etc.
* Proactively assisted sales team by ensuring the follow-ups on the generated leads
* Developed the analysis reports and provided meaningful insights to monitor business progress

**Miscellaneous Credentials**

* Topper in marketing specialization during post-graduation & was ranked among top-10 in the Mangalore university
* Secured highest marks in the project work or internship executed during the post-graduation
* Won the prize for creating best slogan for College’s logo during its celebration of Golden jubilee
* Active NSS volunteer with one university level camp experience
* Served as Secretary of Moral & Spiritual Association during graduation
* Participated and won many prizes in literature-based activities like essay, elocution, quiz, seminars, etc.
* Started a resource letter named ‘Jai Ho!’ for the benefit of all colleagues which aims at increasing the awareness and knowledge about diverse fields
* Attended the five days recruitment camp of Air Force Selection Board at Mysore
* Presented many seminars in the college on various theoretical concepts and got appraisal for the same

**Personal Details**

**Date of Birth:** 8th November, 1988

**Sex:** Male

**Languages Known:** English, Hindi, Kannada, Konkani and Tulu

**Preferred Location:** Bangalore

**(Ranjith Shenoy)**