



# MAHESHWARAN R

## MARKETING MANAGER

+91 98434 32094

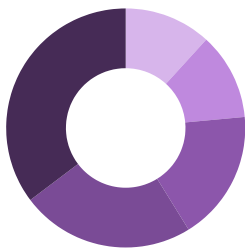
✉ maheshwaran.next@gmail.com

in LinkedIn Profile

## SUMMARY

Results-driven Digital Marketing Manager with 5+ years in B2B, B2C, and SaaS environments. Proven track record of delivering 3x ROI, boosting traffic by +55%, improving lead conversions by +40%, and optimizing ad spend to achieve +30% ROAS. Skilled in performance marketing, product marketing, campaign management, and data-led growth strategies across global markets.

## PROFESSIONAL EDGE



- Performance Driven
- Results Focused
- Analytical
- Strategic Thinker
- Effective Communicator

## INTERNATIONAL EXPERIENCE



## KEY ACHIVEMENTS

- 3x ROI on total marketing spend through optimized campaigns.
- Improved ROAS by +30% via precise targeting and ad strategy refinement.
- Increased lead conversion rate by +40%, driving higher revenue impact.
- Boosted website traffic by +55% and CTR by +3.5%.

## CERTIFICATIONS

- **Product Management Course, Growth School**  
Feb 2024 – Jul 2024
- **Digital Marketing Training, DigitalDeepak.com, Bangalore**  
Mar 2020 – Apr 2020

## WORK EXPERIENCE

### Digital Marketing Manager | ITrooper | India | USA

March 2025 – Present

- Increased social media organic followers by 17%.
- Executed website optimization and content strategies to boost engagement.
- Produced and published high-impact video and social content, increasing brand visibility.

### Digital Marketing Executive | BritApp Systems | India

Sep 2024 – Dec 2024

- Managed website and social content creation, driving +23% website traffic.
- Achieved +28% LinkedIn connections, strengthening brand reach.

### Lead Generation Executive | Phantom Digital Effects | India

Dec 2022 – Mar 2023

- Executed lead generation campaigns, surpassing monthly targets by 15%.
- Increased new client acquisition by 18% through optimized CRM workflows.

### Digital Marketing Specialist | 3Sixty IT Solutions | India | UAE

Dec 2020 – Mar 2022

- Reduced website bounce rate from 63% to 46% and drove a 26% increase in organic traffic
- Successfully launched a new website, securing Top 5 keyword rankings and boosting online presence.

### Digital Marketing Executive | Dot Com Infoway | India

Sep 2018 – Oct 2019

- Spearheaded PPC campaigns, reducing CPC by 22% and improving conversions by 30%.
- Delivered 2.5x ROI across campaigns through targeted ad optimization

### Technical Writer | Elysium Technologies | India

Aug 2017 – Feb 2018

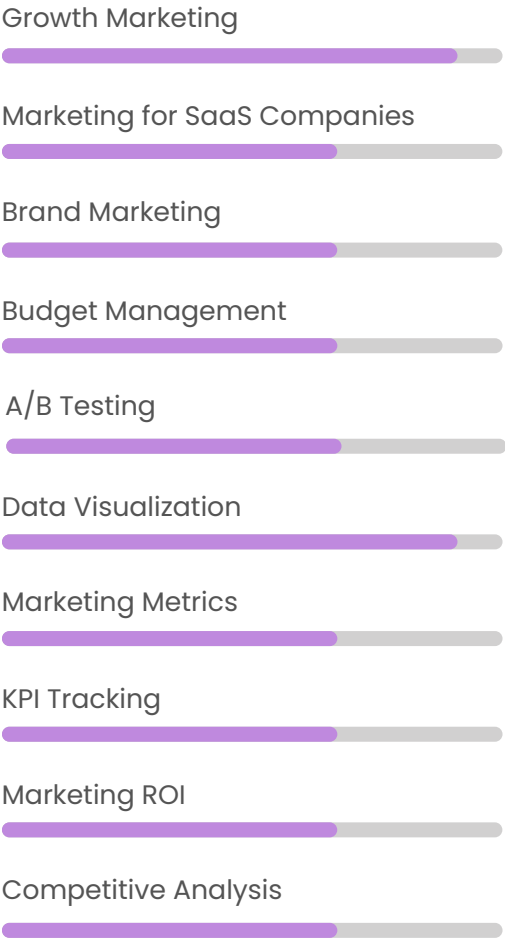
- Developed 70% of end-user project manuals for 5+ major projects

### Lecturer | Bhajaram Engineering College | India

Jul 2014 – Nov 2014

- Achieved 100% pass rate in University Exams for a class of 25 students.

## SKILLS



## EDUCATION

- K.L.N. COLLEGE OF ENGINEERING**  
Jun 2011 – Nov 2013
- M.E., Communication Systems
- SACS MAVMM ENGINEERING COLLEGE**  
Jun 2007 – Apr 2011
- B.E., Electronics & Communication

## LANGUAGES

- English (Fluent)
- Tamil (Fluent)
- Hindi (Read & Write)

## HOBBIES



## CORE COMPETENCE

- **Marketing Skills:**  
Performance Marketing, Digital Strategy, Product Marketing, GTM Strategies, Campaign Optimization, Lead Generation, Conversion Rate Optimization
- **Advertising Platforms:**  
Google Ads, Meta Ads, LinkedIn Ads, SEO, SEM, SMM, SMO
- **Analytics & Tools:**  
Google Analytics, Tag Manager, Data Studio, SEMrush, Ahrefs
- **CRM & Automation:**  
HubSpot, Zoho CRM, LinkedIn Sales Navigator, Zapier
- **Design & Content:**  
Canva, Figma, Creative Copywriting
- **Testing & Optimization:**  
Marketing Analytics, A/B Testing, KPI Tracking

## SELECTED PROJECTS

- **ITrooper – India | U.S.A**  
Led digital marketing for Identity Governance, SoD, and License modules
- **BritApp Systems – India | UK**  
Executed SEO/content strategy for 4 SaaS & legal-tech domains
- **MapScrew – India**  
Developed full SEO strategy and site structure for SaaS launch
- **3Sixty IT Solutions – India | Systrix IT Solutions – UAE**  
Reduced bounce rate from 63% to 46%
- **Well Aliments LLC (USA)**  
+40% conversions, 75 backlinks, +13.3% organic traffic.
- **The Museum Outlet (USA & India)**  
+20% sales via referral traffic.
- **Motor Uncle (India)**  
Improved SEO, usability, and branding.
- **Open Rainbow (USA)**  
Managed multi-platform ad campaigns.
- **Illinois Institute of Technology (USA & India)**  
275 conversions in 6 months.
- **Dot Com Infoway (India | USA)**  
Led SEO, content, and influencer outreach campaigns.