

VISHNU VIJAYARAGHAVAN

Manager - Marketing and Communication

An incisive & seasoned Manager -Marketing and Communication with a demonstrated history of working in multiple industries like Financial Services, Healthcare, Event, Interiors and Content Management Services (Digital Advertisement). Nearly 10 years of extensive experience in Digital Marketing Strategy, Market Research, Business Development, B2B demand generation, Brand Strategy & Designing, Revenue Generation, Leadership communication and change management. Adroit in marketing campaign ideas generation across Digital, Social & On - ground stages viz. SMS, Email, Social Media, SEO & SEM.



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📍 2-D, Kameshwari Apartments, #35, Desika Road, Mylapore, Chennai - 600004, India

📅 01 April, 1985

🌐 Languages: English | Tamil | Sanskrit

🇮🇳 Nationality: Indian

CORE COMPETENCIES

Campaign Planning & Management Social Media Marketing Digital Marketing Business Analysis & Development
Brand Management Program Management Digital Media Planning Digital Marketing (SEM/SEO/SMM) CRM
Event Management Content Management Stakeholder Management Budget & Forecasting Team Management

DOMAIN PROFICIENCY

E-mailers Newsletters Blogs Social Media Posts Collaterals Website Design Updates on Website
Advertisement in Magazines (ATL) Project Photoshoot Content Updation Corporate Communications

EXECUTIVE SUMMARY

>Adept at creating & implementing client-centered, successful campaigns, aiming at improving brand awareness & presence. Specialized in leading Digital Marketing Strategy & Campaigns, Brand Campaigns, Content Development, E commerce Marketing, New Media Ventures and Online Marketing initiatives.

>Headed key business initiatives to meet changing customer needs / expectations, resulting in high level of customer satisfaction and increase in market share, sales volume & top-line / bottom-line profitability.

>Demonstrated leadership abilities as a function head as well as being part of leadership teams. Collaborative team player with an ability to work with diverse cross functional teams and drive goals forward.

>Evaluating emerging technologies. Keeping up-to-date with the latest trends and best practices in online marketing & measurement. Conceptualizing & driving campaigns on social basis brand goals and topicality to drive engagement.

CAREER GROWTH PATH

Manager -Marketing and Communication
Metriqe Solutions Pvt. Ltd - (Aug 2021 - Present)

Manager (Marketing & Communications)
Indigo, Chennai - (May'19 - Sep'19)

Manager (Marketing & BD)
Eurocil Systems Private Limited, Chennai - (May'17 - Apr'18)

Project Head (Corporate Events)
Eyeball Media Limited (Part of VV Dentistree India Private Limited), Chennai - (Dec'12 - May'14)

Manager (Sales)
ING Life Insurance, Chennai - (Apr'11 - Apr'12)

Sabbatical
Involved in Management Sabbatical With Mr. Arun Rao of Magenta

Manager (Marketing Communication)
Ravel Group of Companies, Chennai - (Jul'18 - Oct'18)

Manager (Marketing)
VVDentistree India Private Limited, Chennai - (May'14 - Mar'17)

National Sales Manager
Wealth India Financial Services Private Limited, Chennai - (May'12 - Nov'12)

Content Acquisition Manager
Mobile-Worx, Chennai - (Feb'07 - Feb'08)

WORK EXPERIENCE

Manager - Marketing and Communication

Metriqe Solutions Pvt. Ltd.

08/2021 - Present

Achievements/Tasks

- Responsible for leading the development of marketing plans, preparing budget and formulation of strategies for the market and ensuring alignment with the Corporate Marketing strategies as well as developing & managing Digital Marketing Campaigns.
- Progressively involved in planning and executing all digital marketing; SEO/SEM, marketing database, email, social media and display advertising campaigns. Brainstorming creative growth strategies & executing the same with management's consult.
- Accountable for managing and maintaining the organization's website. Creating, editing and proof reading text content for company website and blogs both for B2B, B2C. Writing & optimizing content for the website and social networking accounts.
- Establishing and executing a performance marketing strategy through multiple digital marketing channels. Analyzing latest marketing trends in industry, tracking competitors' activities and providing valuable inputs for fine tuning marketing strategies.
- Heading multiple digital/e-commerce websites of the company wherein directing as well as adding many initiatives/features to the sites which has been improving the company's revenue & image.
- Planning, executing, and managing end to end aggressive & innovative online/offline marketing activities. Acting as a liaison between all the stakeholders, key partners, strategic partners, agencies on record, vendors and others.

Sabbatical

Involved in Management Sabbatical With Mr. Arun Rao of Magenta

Achievements/Tasks

- Actively involved in enhancing management and marketing skills while contributing to the employer/organization and successfully attained mutual growth. The study helped in evaluating emerging technologies.

Manager (Marketing & Communications)

Indigo, Chennai

05/2019 - 09/2019

Achievements/Tasks

- Administered & coordinated the Digital Marketing campaigns of Indigo Elements, Everwood and Versa Directed the writers writing Emailers, Newsletters, Blogs, SMM, SEO & SEM.
- Developed relationships with key media to secure and grow offline and online media coverage. Worked with relevant PR teams to develop messaging for media coverage and oversaw internal approvals/protocols.
- Efficaciously planned photo-shoot for projects across cities by interacting with the photographer and local sales team. Ensured a steady upgrade of e-collateral with updated Website, E-brochure, Presentations, and Shared Folder.
- Created highly effective Marketing Plans, strategies Budgeting & Maintenance of all Marketing expenses for the organization. Aided as a Custodian of Marketing material for both Physical & Digital forms.
- Supervised the production & designing of marketing collaterals; corporate brochures, leaflets, technical catalog, demo kits, newsletters, mailers (intro mailers) other collaterals; Intro Mailers, Mail Signatures ID Cards, letterheads, visiting cards, envelopes.

Manager (Marketing Communication)

Ravel Group of Companies, Chennai

07/2018 - 10/2018

Achievements/Tasks

- Responsible for new Idea generation, planning, execution and management of the digital marketing strategies to accelerate the growth of business. Introduced the idea of greetings mailers to prospective target audiences to generate extensive inquiries.
- Involved in activities; stall selection, arranged standees & posters, evaluated material required and managed pre/post-event activities. Maintained expenses for MarCom strictly within defined budgets and evaluated the amount spent from time to time.
- Prearranged many events which provided extensive new leads to generate business; provided relevant themes, flow, collaterals, and corporate giveaways to the clients for attending these events, which added more new clients to the company.

EDUCATION

M.B.A

University of Newcastle, Australia - 2010

M.A. (International Business)

University of Northumbria, the UK - 2007
(Secured 11 Additional Credits)

C.I.T (Full Course)

NIIT - 2005

B.Com.

University of Madras, Madras - 2005

NOTABLE ATTAINMENT

Conducted URL writings by making use of 301 Redirection methods & Meta tagging, thereby improving the position of keywords ranking in SEO

Organized, and executed Workshops and Screening Camps for top Corporates and PSUs (Schools too) to increase the number of patients, by working with PSUs such as Chennai Port Trust, Indian Navy and Corporates like Hyundai, TCS, and Mac Millan

Carried out cross-promotions with brands of similar target audiences such as Saloon (Cavin Kare Group) and ICICI Direct, with the tenets of a win-win situation for both parties

Planned, and applied the Traditional Marketing & Digital Marketing campaigns of 10 branches from HO

Acted as a Representative of VV Dentistree India Private Limited at BNI, Chennai Chapter and was recognized for exceptional business contribution during Regional Awards Night, 2014

Established unconventional partnership with the British High Commission to provide High-Class Dental Treatment to English community living in Chennai and India; conducted BTL Activity by putting up a stall in a socio-economic forum in Russia to encourage Russian Patients towards Dentistree

IT SKILLS

Digital Marketing Tools

Search Engine Optimization (SEO), Search Engine Marketing (SEM), Social Media Management (SMO) and Email Marketing

Others

MS Office & Data Analytics

REFERENCES

Available upon request