**Mohan (Marketing** **Manager- Digital)**

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**Experience Summary:**

* 14+ years Professional Experience in Digital Marketing and IT B2B Business Marketing & lead generation.
* 10 + Years’ Experience in **SEO**, **SEM**, **Email Marketing** and Campaign Management.
* 7+Experience in using **Automation Marketing** using DRIP Campaigns.
* Experience in planing and executing **ABM campaigns**.
* Broad Experience in Social Media Promotions.
* Experience in building and implementing communication & Marketing strategies based on Target Audience.
* Having Experience in creating the marketing Materials for advertising and Branding Awareness.
* Experience in SWOT Analysis & Market FIT Analysis.
* Broad Experience in Marketing with SAAS & IT Service Offerings.
* Having Strong Knowledge of the IT business and brand activities and the evolving tech industry across key markets.
* Building Ad Campaigns and Executed in U.S, EMEA & APAC regions.
* Creative and innovative thinking, **good planning and execution qualities to manage large-scale marketing Events**.
* Target segment specific solution campaigns with educate, engage and convert strategies.

**WORK EXPERIENCE:**

* Currently working in preludesys as campaign lead- April 22
* Worked for kaladi consulting as marketing manager April 20 to April 22
* Worked for (Mentis in ) Client : Delphix (**B2B** Business) as Digital marketing Manager**.**

(April 19 – Nov 21)

* Worked in Go web Networks as Digital marketing & Product Lead

(Sept 2017 –March 19)

* Worked in DELL international as Marketing & Operations Analyst

(Sept 2015-Sept 2017)

* Worked Royalitpark as Sr Digital Marketing.

(Oct 2012-Sept 2015)

* Worked For Malamaala Entertainments as SEO Analyst

(Sept 2011-Oct 2012)

**Preludesys**:

**Role campaign lead**

April 2022-..

* Responsible for setting the Performance Marketing and Acquisition Strategy, including planning, budgeting, reporting, and execution across multiple Digital channels Like Blogs, social media and PPC.
* Coordinate between Tech and Product Teams to drive conversion improvement tactics.
* Creating the marketing strategies and implementing to demand generation.
* Keen on ABM marketing with target accounts.
* Pardot and Salesforce capability and leverage the team to usage high.
* Educate , awareness campaigns in specific product solutions for industries audience.
* Growth hacking marketing strategies implementing.
* Email work flows
* Seo search intent and buyer intent keywords identify, indexing and lead generation.
* Connected with product development and top level management for strategic approaches.
* Digital marketing collaterals creation and publishing plans monthly.
* Launching product campaigns based on channel and target industries.
* Coordinate with inbound sales and product development teams for leads follow up.

**Kaladi consulting (Mentis)**

**Role : Digital Marketing Lead**

**(April 21 to April 22)**.

* Responsible for all the Creating the Marketing Collaterals of brand across Campaigns, Social Media, Emails, Website banners for consumers and enterprises.
* Responsible for setting the Marketing Strategy, including planning, budgeting, reporting, and execution across multiple Digital channels.
* Generated website & app traffic/searches with multi-channel & testing approach
* Apply customer and channel insights to inform and evolve our customer segmentation strategy for omni-channel growth
* SEO & Social media activities for Brand awarenes .

**Mentis (Client: Delphix Cyber Security)**

**Role: Digital Marketing Manager:**

**April 21 to Nov 22**

Digital Marketing

• Responsible for all the performance marketing campaigns focusing on well-defined CPA targets. **Managing ad campaigns** on major PPC platforms like Google and social media platforms like **Facebook, Twitter and LinkedIn**.

• Responsible for improving the **ROI** of the campaigns by experimenting with bids, bidding strategies, ad copies, ad formats, landing pages to deliver user acquisitions targets.

• Building and **implementing communication strategy**, the digital creative strategy, the digital media execution plan to drive awareness to drive **traffic and engagement** via Digital media channels

• Working on **Budgeting** and quarter target Audience planning/projection for business.

• Working on landing pages to improve user experience and conversion rates

• Coordinate between Tech and Product Teams to drive conversion improvement tactics.

• Competition analysis through **SEMRUSH**, **SPYFU** and **Ahrefs** being up to date with best in class industry practices.

**Brand Management**

• Responsible for all the Creating the Marketing Collaterals of brand across Campaigns, Social Media, Emails, Website banners for consumers and enterprises.

• Handling events like job fairs, HR Summits to build brand presence and visibility in the market

• Implementing and initiating press releases, to increase brand awareness and develop the brand organically

**FUDYZ:**

**Role : Digital Marketing and Product Lead**

Sept 2017 –March 19

* Responsible for setting the Performance Marketing and Acquisition Strategy, including planning, budgeting, reporting, and execution across multiple Digital channels Like Blogs, social media and PPC.
* Generated website & app traffic/searches with multi-channel & testing approach
* Apply customer and channel insights to inform and evolve our customer segmentation strategy for omni-channel growth
* Setting up Hubspot CRM for multi-channel tracking, and identify quality of leads.
* Run an effective SEO strategy via technical, site audits, keywords, links, working with the content team
* Created & maintained and optimized PPC campaigns, ad-copies, landing pages, A/B testing, budgeting
* Implemented effective and optimized display remarketing and dynamic campaigns.

**Dell.com:**

Roles and Responsibilities:

**Sr Marketing & Operations Analyst**

Sept 2015-Sept 2017

* Maintain database for DELL’s Enterprise systems online and offline configurations
* **Launching New Products to Dell Pages and to Offline sales Tool**
* Interacting with the **business users & Stake Holders on Daily Basis and work close with them** to understand their business needs and opportunities
* **Coordinate effectively with the stakeholders and providing proactive solutions**
* Find compatibility issues with the Enterprise configurations and escalating to the appropriate team for fixing the issues
* **Updating the online fixed prices for the new and existing products for dell.com and Premiere sites**
* Creating Discounts, campaigns and coupons for Dell Product launch in Eldorado Tool
* Consistently met deadlines and requirements for all production work orders
* Managed projects (**Multi-Maintenance Project & Dell star-List Price Merge Project**) from concept to completion while managing requests assigned
* Maintain content across dell.com site for all the Consumer, Business and Enterprise products
* Creating pages for the **newly launching dell products** and publish it globally
* Maintain the existing pages of dell.com as per the business requirements and help maintain error free site for customers

**Royal it Park:**

Roles and Responsibilities:

**Senior Digital Marketing**

Oct 2012-Sept 2015

* Creating Search Campaigns and display Campaigns
* Creating PPC campaigns and Analysis of Keywords
* Creating Ad groups
* Monitoring Ad Words campaigns.
* On page and Off Page optimization of website.
* Analysis of Keywords
* Blogging, Forum and Link submissions
* Email Campaigns and Cold calling
* Monitoring Ads campaigns.
* On page and Off Page optimization of website

**Malamaala Entertainments**

Roles and Responsibilities:

SEO Analyst

Sept 2011-Oct 2012

* On page and Off Page optimization of website.
* Analysis of Niche Keywords
* Blogging, Forums and Link submissions
* Raising the Keywords ranking and Organic Traffic.
* Word press site Building
* Link Building and Guest Blogging

**EDUCATION:**

* Graduation: B-tech from JNTUK in April 2010 from KIET, Kakinada with an aggregate of 58%.(Computer Science)
* Intermediate: MPC from Sri Chaitanya College from Rajahmundry in 2006
* SSC: Schooling in Sarvani Residential School in 2004

**Regards**

**Mohan**