### Mahesh Polampalli Krishnappa

### Digital Marketing Manager

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**Professional Summary**

Over 5 years of experience in digital marketing, driving ROI for multiple clients/companies by leading comprehensive strategies targeted at driving data-driven results utilising SEO, PPC, social media, content marketing, email marketing, and personalisation efforts. Successfully increased website traffic, conversion rates, open rates, click-through rates, and brand awareness. Applied analytics, A/B testing, and data analysis to optimise KPIs, drive customer retention, and increase customer lifetime value.

**Education**

**MBA – Master of Business Administration (2022)**

Anglia Ruskin University (Cambridge, UK)

**B.com – Bachelor of Commerce (2016)**

Indira Gandhi National Open University (Bangalore, IN)

**Work Experience**

**Legalesign Limited** **(Digital Marketing Manager) 08/2022 - Present**

* Planning, research and deployment of performance driven marketing campaigns across various channels.
* Improved website traffic by 20% and conversion rates by 15% by implementing a comprehensive digital marketing strategy that included SEO, PPC, social media, content marketing, and ABM.
* Reduced cost per acquisition by 25% through advanced targeting, ad copy A/B testing, and keyword bid optimisation of PPC campaigns.
* Improved sales with account-based marketing strategies by executing end-to-end personalised campaigns for the target audience.
* Efficiently handled a team and worked with cross functional teams to streamline the processes.

**Cambridge Creative** **(Digital Marketing Executive) 02/2022 – 07/2022**

* Provided data driven marketing strategies to optimise marketing campaigns to improve performance.
* Planned and deployed marketing campaigns on multiple platforms to drive users and conversions.
* Managed SEO, PPC, social and content marketing campaigns end to end.
* Improved overall CTR by 15% and conversion rates by implementing best ad practices and A/B testing.
* Applied funnel based marketing approach and account based marketing to generate qualified leads.

**AdMax Local LLC.** **(Senior Search Marketing Specialist) 01/2019 – 12/2021**

* Managed paid media campaigns for 6 large clients with the focus of driving ROI.
* Achieved a 30% increase in click through rate and increased conversion rate by optimising PPC campaigns with data driven strategies.
* Reduced cost per lead by 25% with advanced bid optimisations and budget strategies across all paid media channels using various audience segments.
* Boosted ROI by 10% by setting and monitoring KPIs, data analysis, and optimisation of analytics to track and measure campaign success.
* Efficiently handled clients reporting and communications while maintaining satisfaction rate above 85%.

**DotMapper IT Pvt Limited** **(SEO Analyst) 11/2016 – 06/2018**

* Increased organic search new visitors for most of the clients by adapting various strategies on keywords, on page and off page activities.
* Handled multiple client projects for organic search growth and improved conversion rate using lead magnets and optimisations.
* Implemented best content and interlink strategies to boost keywords positions on search engines to increase click through rate and drive new users.
* Efficiently handled clients reporting and communications while maintaining satisfaction rate above 85%.

**Skills**

SEO, PPC, Social media, Content marketing, account based marketing, brand marketing, Email marketing, Project management, conversion rate optimisation, data driven marketing.

**Tools**

Google Analytics, GA4, Google Ads, Bing Ads, Google search console, Google tag manager, Google data studio, SA360, Facebook business manager, LinkedIn campaign manager, SEMrush, MS office.