

# Swapan Kumar Manna

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## SUMMARY

Digital marketing professional with 12 years of experience driving business growth. Led marketing initiatives, optimized ROI, and implemented strategies that increased revenue. Expert in creating impactful GTM strategies, brand development, and fostering customer-focused growth. Managed teams of up to 20 people and oversaw budgets exceeding \$200K.

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## EXPERIENCE

### Vice President – Inbound Strategy

#### Galvanize Global Education

July 2024 – Present, Chennai

- Drove a 30% increase in inbound lead generation by implementing data-driven content marketing, SEO, and lead nurturing strategies, resulting in higher conversion rates and lower acquisition costs.
- Achieved 25% revenue growth through the creation and optimization of targeted inbound campaigns, improving customer engagement and retention across key channels.
- Boosted organic traffic by 50% by enhancing SEO practices, leveraging content clusters, and launching strategic partnerships, leading to a significant rise in qualified inbound leads.

### Co-Founder & VP of Marketing

#### Oneskai

April 2021 – July 2024, Kolkata

- Founded and built Oneskai, an IT service company, and spearheaded the strategic vision as a leader in the IT consulting space.
- Designed professional development initiatives for team members and directed cross-functional teams in executing successful marketing campaigns, resulting in a 25% boost in ROI.
- Boosted lead generation by 60% through tailored digital marketing campaigns, propelling revenue growth to \$20K in three months.
- Planned budget allocation and optimization for all marketing campaigns, achieving a 20% increase in lead generation and a decreased cost per acquisition.
- Executed strategic partnerships, resulting in a 70% rise in collaborative projects and revenue opportunities.
- Guided the adoption of advanced data analytics tools to refine marketing strategies, yielding a 45% rise in website traffic and improving ROI.

### Co-Founder, Head of Marketing

#### Techgenyz

June 2017 – April 2021, Kolkata

- Founded Techgenyz and successfully globalized it into a leading tech media publication with 300-plus contributors in three years.
- Expanded Techgenyz's online readership by 150%, achieving over 400K monthly visitors through SEO optimization and content marketing strategies.
- Successfully grew Techgenyz's annual revenue by 70% through strategic digital transformation and targeted marketing campaigns.
- Increased social media followers by 120% across major platforms, enhancing brand visibility.
- Built and led a high-performing marketing team, improving productivity by 40% through effective leadership and team-building initiatives.

### Marketing Manager

#### P360

March 2017 – October 2020, Kolkata (Remote)

- Supervised a \$200K rebranding effort that enhanced corporate identity and led a website revamp project that surged lead submission by 46% and enhanced consumer trust.
- Designed data-driven digital marketing campaigns, optimizing SEO content and implementing targeted strategies and engagement metrics that grew website traffic by 60%.
- Developed and implemented social media strategies that affected a 30% increase in engagement.
- Optimized campaign performance by implementing advanced analytics tools, generating a 25% boost in conversion rates.
- Revamped email marketing campaigns by integrating automation tools, improving a 40% increase in open rates, a 25% boost in click-through rates, and a 30% rise in overall audience engagement.

### Sr. Digital Marketing Executive

#### eRevMax

August 2013 – February 2017, Kolkata

- Led an in-depth analysis of 8 competitors in the travel technology industry, identifying market gaps and customer pain points; insights informed digital marketing strategy.
- Executed data-driven optimizations across social media platforms to enhance audience engagement; delivered a significant 22% surge in engagement rates, elevating brand awareness and customer interactions.
- Led product marketing strategy, collaborating with the product development team to create impactful go-to-market plans that awarded a 35% increase in customer satisfaction.
- Optimized the annual marketing budget by 15% through strategic allocation and cost-effective digital campaigns, contributing to a revenue growth rate of 20% in one fiscal year.

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## PROJECTS

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### Company Rebranding

P360 • [www.p360.com/](http://www.p360.com/) • May 2019 – July 2019

- Successfully led the rebranding initiative, resulting in a cohesive and modernized brand identity.
- Directed the redesign of all marketing materials, achieving a 40% improvement in brand recognition.
- Managed the rebranding rollout across all digital platforms, contributing to a 25% increase in customer inquiries and a 30% boost in social media interactions.

### Website Launch

P360 • [www.p360.com](http://www.p360.com) • August 2017 – September 2017

- Revamped and launched a new WordPress website for a health tech SaaS company, aligning with the rebranding and improving user engagement by 30%.
- Led a team of 7 to successfully complete the website project within 2 months, enhancing site performance and client satisfaction.
- Increased website traffic by 50% through strategic design and SEO enhancements, contributing to a significant boost in user acquisition and retention.

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## EDUCATION

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### Master of Arts

Annamalai University • Chennai, India • 2012

### Post Graduate Diploma in Mass Communication

Jadavpur University • Kolkata, India • 2010

### Bachelor of Arts

University of Calcutta • Kolkata, India • 2009

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## CERTIFICATIONS

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### Social Media Marketing

HubSpot Academy • 2024

### Foundations of Digital Marketing and E-commerce

Google • 2024

### Digital Marketing

HubSpot Academy • 2024

### Semrush SEO Course

Semrush Academy • 2024

### ClickUp Expert Certificate

ClickUp University • 2024

### Apple Search Ads

Apple • 2024

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## SKILLS

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**Skills:** Strategic Thinking, Strategic Planning, Leadership, Team Building, Budget Management, Networking, Marketing Strategy, Brand Management, Content Marketing, SEO and SEM, Email Marketing, Social Media Marketing, Marketing Analytics, Market Research, GTM Strategy, Product Marketing, Marketing Automation, Performance Marketing

**Technical Skills:** Google Analytics, Google Tag Manager, Google Search Console, Canva, WordPress, MS Clarity, SEMRush, ClickUp, Zoho CRM, Zoho Campaign, SalesIQ, Moz, HubSpot, Hotjar, MailChimp, Unbounce, WPMUDEV, Teams, Yoast, RankMath, HootSuite, Aweber, Zoom, Slack, Ahrefs