

Maheshwar A P

ASSOCIATE DIRECTOR | MARKETING

DYNAMIC MARKETING PROFESSIONAL | BRAND MANAGEMENT | DIGITAL MARKETING | CAMPAIGN EXECUTION

Alumni - IIM- Bangalore | NIT-Karnataka, Surathkal | Sri Jayachamarajendra College of Engineering

Dynamic and results-oriented marketing professional with extensive experience in driving brand growth, digital marketing, and campaign execution across diverse industries. Proven track record of optimizing ROI, enhancing brand visibility, and leading cross-functional teams to achieve strategic objectives. Adept at leveraging data-driven insights to inform creative strategies and build impactful marketing campaigns.

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EXPERIENCE

September 2021 - Current

Associate Director Marketing, UNext Learning, a part of Manipal Group

- Successfully managed brand positioning and drove brand loyalty for three business units within the Manipal Group, including UNext Learning, Online Manipal, Manipal Tigers, and B2B offerings.
- Achieved significant growth in brand awareness and online presence for Online Manipal, resulting in a 158.22% increase in brand direct searches and a 114.88% increase in organic searches within the past year.
- Spearheaded brand-building activities for Online Manipal, encompassing television ads, brand films, offline branding initiatives, brand alliances, and in-stadium branding during cricket matches.
- Established and grew the social media presence for Online Manipal, with Instagram reaching 175K followers, Facebook at 90K followers, and YouTube at 300K subscribers.
- Managed the website for Online Manipal, growing the organic traffic to the page with an average of 166K visits to the core pages.
- Managed and built university partnerships, serving as the point of contact for curriculum, brochures, leaflets, and new program launches.
- Successfully drove 4.2L unique users to the Online Manipal website through performance marketing activities, managing creative strategy, messaging, and lead tracking.
- Led learner engagement initiatives post-acquisition, including managing the Epic.U community engagement platform with 21K learners and organizing in-person student events such as EKAM, convocation ceremonies, placements, and re-registration.
- Managed the online reputation of the brand in a digitally evolved ecosystem and drove leads and enrolments from platforms like Quora, GMB, and review platforms.
- Directed lead nurture initiatives for the brand via email, SMS, WhatsApp and webinars.
- Developed and managed creative strategy for the performance marketing initiatives on channels like Google, Meta, Discovery Priority and Publishers
- Actively involved in improving the NPS score for the brand via learner nurture and engagement activities.

Marketing Head for Manipal Tigers (Cricket Team, Legends League Cricket):

- Directed marketing and branding activities for the Manipal Tigers cricket team, focusing on merchandise and kit design, player onboarding, social media management, sponsor engagement, and PR.
- Played a pivotal role in enhancing the brand visibility and fan engagement of Manipal Tigers within the Legends League Cricket ecosystem.

B2B Marketing Manager for Customized Programs at UNext Learning:

- Managed social media and event branding for UNext's B2B offerings, tailoring customized programs for organizations in industry-relevant domains.

Tools: Sprinklr, Meltwater, Google Analytics,, LeadSquared, WordPress, VWO, Power BI, SEMrush, ChatGPT, Salesforce, Zoho Social

September 2019 – September 2021

Assistant Brand Manager, *Great Learning*

- Led Virat Kohli's onboarding as brand ambassador, orchestrating strategy and alignment.
- Revamped brand positioning and logo rollout for enhanced identity and recognition.
- Achieved exponential growth across social media: Instagram (15k to 160k), LinkedIn (23k to 129k), Facebook (100k to 318k), YouTube (50k to 412k).
- Conceptualized and executed impactful brand campaigns, ad films, and influencer tie-ups.
- Established comprehensive brand guidelines for consistency and coherence.
- Drove 72% of leads through high-impact social media performance campaigns.
- Pioneered Great Learning Academy, meeting surging demand for online learning solutions.
- Cultivated strategic partnerships with key players like SBI and Cred.
- Published industry reports with YourStory and Analytics India Magazine, securing PR valued at 10Cr.
- Managed ORM team, achieving <50 min response time and maintaining positive brand image.
- Curated 2K testimonials through various channels to showcase learner experiences.
- Promoted live broadcast channels, enhancing audience engagement and brand resonance.
- Elevated Quora strategy, increasing Share of Voice (SOV) by 89%.
- Built an engaged database of 2M users through community management initiatives.
- Optimized e-mail marketing strategy for enhanced engagement and conversion rates.
- Led website design projects, improving digital ratings from 3.1 to 4.5.
- Launched "Office Dinosaur" to drive engagement and brand recall.

Awards:

- "Best Use of LinkedIn" & "Best Social Media Awards" by 11th India Digital Awards.
- Silver Awards in Education Category at Digipius by Brand Equity and SAMMIE by Social Samosa.

Tools: Sprinklr, Meltwater, Leadsquared, Metabase, Mouthshut, SendGr

September 2017 – August 2019

Associate Manager, Branding and Marketing, *Borderless Access Pvt. Ltd.*

- Drove brand innovation & activation across online/offline channels.
- Managed digital marketing calendar for strategic alignment.
- Led global market launch campaigns, expanding into 5 regions.
- Executed product marketing via Google Ads and social media for lead generation.
- Established brand social media channels from scratch.
- Orchestrated paid advertising campaigns on LinkedIn, YouTube, Twitter, Facebook, AdWords.
- Planned offline conferences, managed vendors, and designed keynote presentations.

May 2016 – August 2017

Brand Manager, *Langoor Digital Pvt. Ltd.*

- Executed The Body Shop India's flagship campaign FAAT.
- Grew Krispy Kreme India's social channels by 10x on Instagram and Facebook.
- Developed social strategy and activation plan for iD Foods, launching the iconic character "iD Paati."
- Drove e-commerce sales for 3M Healthcare, 3M Oral Care, and The Body Shop India with impressive conversion rates.

Brand Exposure:

B2B: 3M India, DMCC Dubai, Reddonatura, Robert Bosch.

B2C: The Body Shop India, Krispy Kreme India, The Rising School Dubai, Hale Education Dubai

May 2015 – May 2016

Social Media Manager, *Sprinklr Solutions Pvt. Ltd.*

- Enable the platform based on the client's requirement.
- Managed social content for brands like Apple, Phillips66.
- Have been a part of the moderation team for Super Bowl 2015 with a team of 15.
- Reporting for the clients with actionable insights.
- Drive positive sentiment for the brand on social media and share of voice.

EDUCATION

September 2023 – December 2023

Postgraduate Certificate Program, *Business Leadership*
Indian Institute of Management – Bangalore

September 2013 – May 2015

Master of Technology, *Power and Energy Systems*
National Institute of Technology – Karnataka

September 2009 – May 2013

Bachelor of Engineering, *Electrical and Electronics Engineering*
Sri Jayachamareendra College of Engineering - Mysore

SKILLS

Brand Management
Digital Marketing
Campaign Execution
Social Media Management
E-commerce Sales
Strategic Branding
Client Relationship Management
Creative Strategy
Market Research
Event Planning

Brand Partnerships
Influencer Marketing
Data Analysis
Performance Tracking
Team Leadership
Cross-functional Collaboration
Stakeholder Engagement
Content Development
Conversion Optimization
Budget Management