**Geetha Kanthasamy**

**geethakay21@gmail.com**

**OBJECTIVE**

Analytical Digital Marketing Specialist

**EMPLOYMENT HISTORY**

**IFB Industries Pvt Ltd Dec 2018 – Jul 2020**

**Marketing Executive**

* Built a Facebook page followers over 130K in a span of two months from the scratch which in turn, delivered 150% boost in leads. Built a database of 100K emails by creating a webinar microwave oven training program on Social media.
* Amplified website traffic by 70% by creating and implementing various SEM/PPC (Google), Social Media Advertising (Facebook, Instagram, Twitter, YouTube, LinkedIn and Pinterest), and Display Advertising campaigns.
* Produced 82% uplift in organic traffic to the website in 6 months. Decreased the load time of the website by optimizing CSS files along with the team. Develop new rich content for digital marketing, with professional photographer and videographer
* Increased the Brand visibility from 20% to 100% through Social Media Campaigns and various Brand Marketing campaigns whose results were analyzed via Surveys in SurveyMonkey and Google Form.
* Created over 300 creatives and ad copy in one year to increase the trafficking and awareness. Identified website usability issues by conducting A/B testing. Collected 10,000 leads for the Dishwashers through Virtual Reality experience campaign and converted 40% into high-valued sales.
* Accelerated digital sales by improving e-commerce experience on existing website and adding new storefronts on Amazon; analyzed consumer data to ensure accurate targeting by segment; resulted in 300% increase in online orders in the following year.

**ENIL** **Apr 2017- Sep 2018**

**Account Manager**

* Planned a 360 degree marketing campaign( including print, radio and digital billboards) for client called Southern Health Foods Pvt Ltd with Digital Marketing, Brand Activations and Television and Radio Ads.
* Developed a client (Kaleesuwari Refinery Private Limited) database of 3,000 from scratch and proposed various activation ideations.
* Boosted a client’s sale (VGaurd Electric Appliances) with high valued-sales of $1.5Million within 3 months of the campaign on the Facebook and Instagram.
* Generated a profit of $170K for a client (Sreeleathers) with least investment and increase the sales from 20% to 130% in a span of 4 months.
* Analyzed the client’s (Bajaj New Shakti) sale report and the marketing plan of previous 5 years and gain market share utilizing consultative sales approach, competitive market data, emerging solutions and sponsorship opportunities. Grew local digital sales revenue by 45% year over year.
* Contributed sales of $4 Million for ENIL in one year, being the highest contributor for the year 2018.
* Achieved 10,000 foot views to the exclusive showroom in 5 days through Electronic Carnival Sales via Google, Facebook and Instagram paid ads.

**EDUCATION**

* PSG Institute of Management, TN, INDIA **Master of Business Administration (MBA) – Marketing and Human Resource**
* University Institute of Engineering, TN, India **Bachelors of Engineering (BE) - Computer Science and Technology**

**COMMUNITY SERVICE**

* Fund Raiser in PSG Trust Regional Team Manager of the Rotary Club

**ADDITIONAL INFORMATION**

Digital marketing Certification Negotiation Skills Certification Marketing Analytics Digital Branding and engagement Google Ad Certification Facebook Blueprint Certification Google Analytics