



GURU MOORTHY AB

DIGITAL MARKETING STRATEGIST



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ACHIEVEMENTS

- Achieved around 30% increase in annual revenue
- Driven a 60% growth in Organic Traffic
- Reduced Customer Acquisition Cost (CAC) by 45%
- Consistently met or exceeded monthly, quarterly, and annual KPIs
- Achieved ROAS of 63x through regular optimization
- Reduced the CPL to half. Performed better than Agency.
- Implemented marketing automation workflows & lead nurturing strategies leading to boost in lead-to-customer conversion rates

TOOLS

PHOTOSHOP



ILLUSTRATOR



ADVANCED EXCEL



HOOTSUITE



COREL DRAW



SALESFORCE



PPT



UBERSUGGEST



HUBSPOT



MAILCHIMP



OVERVIEW

Accomplished Digital Marketing Manager with 8 years of expertise in performance and growth marketing. Proven track record of driving revenue and expanding brand reach through data-driven strategies. Expertise in optimizing digital campaigns, and leading cross-functional teams to exceed business objectives. Ready to lead and elevate your marketing initiatives to achieve sustained growth.

EDUCATION

- 2012-2016 | SRIRAM ENGINEERING COLLEGE - ANNA UNIVERSITY
Bachelor of Computer Science Engineering

SKILLS

SMM

SEM

SEO

GRAPHIC DESIGN

DV360

FACEBOOK ADS

LINKEDIN ADS

CRM

E-COMMERCE

EMAIL MARKETING

DATA ANALYSIS

GOOGLE ANALYTICS

GOOGLE ADS

SFMC

PERFORMANCE MARKETING

TABOOLA ADS

TEAM HANDLING

GA4

PROGRAMMATIC ADS

WEBSITE MANAGEMENT

PPC

MEDIA PLAN

XANDR

DBM

SNAPCHAT

TWITTER ADS

POWER BI

GTM

RE-TARGETING

PARAMANTRA

PROFESSIONAL EXPERIENCE

MANAGER - MARKETING

PURAVANKARA LIMITED

Website: Puravankara.com | Sep 2022 - Till Date

Performance marketing, Data analysis, Tracking lead cycle & ROI, Budget management, Media planning, Campaign optimization, Martech - Salesforce & New mobile app

MANAGER - MARKETING

WONDERLA HOLIDAYS LIMITED

Website: Wonderla.com | Jan 2022 - Present

Performance marketing, Brand awareness campaign Media strategy, Customer segmentation, Influencer marketing, Cross-channel marketing

ASSISTANT MANAGER - MARKETING

ICON INFRA SHELTERS INDIA PVT LTD

Website: Iconhomz.com | April 2021 - Jan 2022

PPC, Lead Gen, Team handling, SMO, Media strategy, Market trend analysis, UI & UX optimization, A/B testing, Data analytics

DIGITAL MARKETING SPECIALIST

DURGA PROJECTS & INFRASTRUCTURE PVT LTD.

Website: durgaprojects.in | Mar 2019 - Sep 2020

Lead Gen, Competitive intelligence, Customer journey analysis, Graphic designing, Conversion funnel, SEM & SEO

DIGITAL MARKETING ASSOCIATE

ARKARISE BUSINESS SOLUTIONS PVT. LTD

Website: Dailly.com | Aug 2016 - Feb 2019

Email marketing automation, B2B lead generation, Website analytics, Customized landing page, Graphic designing, Awareness campaign

- Designed and executed data-driven **growth marketing strategies** to drive user acquisition, engagement, and retention.
- Utilized A/B testing, cohort analysis, and funnel optimization to **improve conversion rates** and customer lifetime value.
- Managed multi-channel performance marketing campaigns (SEM, Social, Email, Programmatic) to maximize ROI and customer acquisition.
- Handled an annual marketing **budget of 25Cr+**, strategically allocating resources to maximize ROI and drive acquisition and awareness.
- **Led digital marketing team**, fostering collaboration & high performance. Guided cross-functional teams to achieve strategic goals. **Headed 5-member presales team**, ensuring peak performance & growth
- Track record of **driving substantial revenue growth** through targeted marketing initiatives and strategic planning
- Applied advanced analytics and insights to optimize campaign performance and drive continuous growth.
- Collaborated with product teams to identify and implement growth opportunities within the user experience.
- Leveraged **customer feedback and data analytics** to drive product enhancements and growth initiatives.
- Developed comprehensive audience segmentation strategies to tailor marketing efforts and improve targeting accuracy.
- Used tools like **Google Analytics, Facebook Pixel, and CRM** systems to track user behavior and preferences.
- Created detailed performance reports and dashboards to track key growth metrics and inform decision-making.
- Planned and executed high-impact digital marketing strategies aligned with business goals and campaign objectives.
- Managed **end-to-end digital marketing campaigns**, ensuring timely and effective delivery across all digital channels.
- Oversaw performance media agency to develop, implement, and monitor acquisition strategies across **SEM, Social, Emailers, SEO, Programmatic, Re-targeting, Native, Affiliates, and DOOH**.
- Measured and reported the performance of all digital marketing campaigns, assessing against goals (**ROI and KPIs**).
- Provided regular performance reports and KPI analysis to senior management, guiding strategic decisions and maintaining transparency.
- Managed presence on real estate marketplaces like **99acres, Commonfloor, Housing.com, and Roof and Floor**, analyzing ROI and reporting digital marketing expenditure month