

PRAMOD KUMAR V

Digital Marketing Strategist | Performance Marketer

✉ pramodkumar777@gmail.com

|| [Linkedin](#)

|| 📞 +91 8553542142

👤 CORE COMPETENCIES

↑ Digital Marketing Strategy
↑ Performance Marketing
↑ B2B Lead Generation
↑ Sales Funnel Optimization
↑ Performance Marketing
↑ Paid Campaign Management
↑ Multi-Channel Ad Targeting
↑ Ad-spend Optimization
↑ Market Research
↑ Competitive Analysis
↑ Brand Growth
↑ Marketing Metrics
↑ Business Acquisition
↑ Campaign Automation
↑ Customer Engagement
↑ Data Analytics
↑ Team Leadership
↑ Stakeholder Management
↑ Client Relationship Management
↑ Marketing Automation

👤 SOFT SKILLS



👤 TOOLS USED

SEMrush | AHrefs | Hubspot | Ubersuggest | Copy.ai
| Canva | Similar Web | Screaming frog | Chat GPT
| Kling | Heygen | Analytics tools | Manus |
perplexity | hotjar | MSclarity | Zoho CRM

👤 EDUCATION

- **Digital Marketing Professional Course** from D.A.S.C. in 2017
- **Diploma in Mechanical** from K.S. Polytechnic in 2016

🧠 PROFILE SUMMARY

- A data-driven **Digital Marketing Specialist** with **7+ years** of experience devising **multi-channel ad-targeting strategies**, influencer marketing and steering **Performance Marketing** efforts to raise brand awareness, audience and business acquisition across **FinTech, Education**, and more sectors
- Planned & executed **platform specific & paid media campaigns** across Meta ads (FB and Insta), **Google Ads** (Search, Display, YouTube, Performance Max, GBP, Demand generation campaigns), and **LinkedIn Ads** to maximize ROI
- Led cross-functional teams and collaborated with clients such as **Grandslam Designs, Helen O'Grady International Preschool, Ara Finserv, IncepBio, Prewellabs, and Jsstice**
- Analyzed campaigns' performance by leveraging knowledge of **Marketing metrics**, including, ROAS, ROI, CAC, CPL, CPC, CTR, CRO, LTV, CVR
- Increased website traffic by **200%** and boosted qualified lead generation by **350%** across multiple high-growth campaigns
- Managed and optimized **ad budgets** averaging **₹2 lakhs** per month, ensuring **ROAS of upto 4x**
- Spearheaded **B2B lead generation** initiatives and campaigns for Franchise Lead generation, South India, PQB, and date
- Implemented marketing **automation tools** and data-driven strategies, improving campaign efficiency and user engagement by an average of **12%**
- Balanced strategic vision with hands-on execution in **CMS management, digital content optimization**, and high-performing marketing operations
- Utilized analytics tools to **track, measure, and report on Key Performance Indicators (KPIs)** and analyzed **competitors' strategies**; generated insights from **sales trends, customer behavior and campaign performance** to formulate strategies

👤 WORK EXPERIENCE

PQube Business Solutions **2022 – Present**
Digital Marketing Lead

Role & Responsibilities:

- Leading a **four-member** team while formulating disruptive digital marketing strategies along with the creation and execution of **Campaigns** across Meta ads (FB and Insta), **Google Ads** (Search, Display, YouTube, Performance Max, GBP, Demand generation campaigns), and **LinkedIn Ads** for clients
- Collaborating with the Creative team to develop **compelling ad-creatives** that align with brand standards and resonate with the target audience
- Utilizing analytics tools to track, measure, and reporting on key performance indicators (KPIs) related to **Performance Marketing efforts**; overseeing detailed **KPIs tracking systems** to monitor funnel performance, ad campaign efficiency, and client satisfaction
- Brainstorming **Advanced Retargeting Strategies**, utilizing data-driven insights to capture lost leads and improve conversion rates
- Exploring and implementing tools such as **Google Tag Manager (GTM)**, enhancing **campaign efficiency and lead management**
- **Spearheading a team**, providing training, daily feedback, and guidance while fostering a collaborative environment to prepare the team for future challenges

Significant Highlights:

- Oversaw complete digital marketing operations, leveraging **six years'** experience in **CMS website development**, particularly **WordPress**, for global client projects
- Increased website traffic by **200%** and improved lead generation by **350%** using advanced **SEO techniques** and effective content strategies
- Automated client communications with **Mailchimp, Brevo, and WhatsApp**, efficiently engaging and nurturing a **40,000-member** customer database for retention
- Designed impactful creatives for **Meta Ads**, securing **400%** return on ad spend, while utilizing **LinkedIn Sales Navigator** for lead prospecting
- Managed a digital advertising budget worth **10 lakh rupees**, consistently achieving outstanding **ROI through** precise campaign execution and performance monitoring

2020 – 2022 with BrioCare & Technosphere as Digital Marketing Executive

Significant Highlights:

- Developed and executed **digital marketing strategies**, increasing website visibility by **180%** and boosting qualified leads through **SEO-driven campaigns**
- Implemented advanced **SEO practices**, achieving **200% growth** in organic traffic and securing **top-three rankings** for highly competitive industry keywords
- Managed **social media operations**, improving engagement by **150%** and expanding brand reach across **Facebook, Instagram, and LinkedIn** within one year
- Optimized multi-channel campaigns using **data analytics**, increasing **ROI** by **120%** while reducing customer acquisition cost by **35%** across platforms
- Collaborated with **cross-functional teams** to deliver consistent marketing initiatives, generating **300%** more conversions and achieving strong growth across competitive digital markets

2018 – 2020 with Skillsynth as Digital Marketing Executive

Significant Highlights:

- Directed cross-functional teams to manage **multi-channel digital campaigns**, improving performance metrics and delivering a **200%** increase in marketing-generated leads
- Spearheaded **content marketing initiatives**, guiding creative teams to boost brand visibility by **180%** and strengthen **customer engagement** across competitive markets
- Oversaw campaign optimization processes, **reducing acquisition** costs by **30%** while achieving **120% ROI growth** through data-driven marketing decisions
- Managed client portfolios and budgets exceeding **10 lakhs monthly**, consistently delivering exceptional outcomes and scalable business growth across digital channels
- Mentored marketing professionals in **campaign execution, fostering collaboration** and **innovation** while ensuring alignment with overall business goals and strategies

2017 – 2018 with International Finance Magazine as Lead Generation Executive

Significant Highlights:

- Focused on **B2B lead generation strategies**, strengthening client acquisition processes and increasing qualified business leads by **200% annually**
- Managed customer relationships through **CRM platforms**, streamlining communication workflows and improving **client retention rates** by **35% across** multiple accounts
- Designed and executed targeted email campaigns, achieving **40% open rates** and **25% click-through rates** among potential business clients
- Collaborated with sales teams to align **marketing-qualified leads** with business objectives, improving conversion rates and shortening overall **sales cycles**
- Leveraged **CRM analytics** and automated **outreach tools**, enhancing customer engagement while scaling **B2B pipeline growth** across competitive industry sectors

PERSONAL DETAILS

Date of Birth: **xxxx**

Languages known: English, Kannada, Tamil, and Hindi

Address: **xxxx**