

Sarath S Ram

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DOB: 03/03/1990

Work Experience

Google certified Marketing Professional with vast experience in the fields of Marketing/Digital Marketing, Business Development and Client Servicing. Highly skilled in SEM, SMM, email marketing, content ideation, ROI driven campaigns, branding, and client servicing.

ISDC Global –Marketing/Digital Marketing Manager

August 2020 – April 2021

Location: Kochi, Kerala

- Sole responsible for handling Marketing/Digital Marketing activities of 6 education business verticals of ISDC Global, some of them are ISC, Jain Kochi etc.
- Exclusively handling all marketing/branding activities of ISDCPro which is one of the key vertical of ISDC.
- Deployed aggressive leadgen/brand awareness campaigns for education verticals such as ISDCPro, SAHS Bangalore & ISC Kochi.
- Introduced scheduled targeted email marketing programs using SendinBlue and MailChimp resulting in increased open and conversion rates
- Creating monthly content calendar for executing an effective content strategy for different business verticals.
- Leading and managing a large inhouse team and external agencies which includes developers, UI/UX experts, graphic designers, content/copy writers, SMM & PPC experts.
- Collaborating with third party companies (ACCA, Malayala Manorama, TOI) and educational institutes for product promotion and business development.
- Highly proficient in creating data visualizations using PowerBI (Introduced the same in the marketing department)

Sweans Technologies –Senior Account Manager

October 2018 – August 2020

Location: Kochi, Kerala

- Developed and executed integrated digital marketing campaigns for national and international clients like KFG Kuwait, theCream USA, Malayala Manorama, VKC, TekkiTake etc.
- Handled The Times of India (South) Social Media Campaigns including Webinars like Reboot Telengana, TOI Chennai Mission Admission campaigns etc.
- Successfully met annual sales target and soared revenue by 93% for the FY 2019-20 by successfully roping in high value projects and clients
- Orchestrated the successful launch of social media marketing campaign; igniting award-winning results (<https://museaward.com/winner-info.php?id=3166>)
- Successfully soared user engagement through content marketing for Asianet Satellite Communications, TekkiTake and Walkaroo, which soared overall brand awareness and engagement rate.
- Ran successful lead generation campaigns for Hello Address (Real Estate Portal), Times of India, Manorama Horizon etc.
- Overseeing and managing day to day marketing paid campaigns; within broad parameters, recommend and/or implement keyword, bid, ad copy, landing page and other related changes or enhancements for better results.
- Handled a team of 45+ members including designers, strategists, content writers, UI/UX designers, developers etc.

Maitri Advertising – Account Executive

January 2018 – October 2018

Location: Kochi, Kerala

- Part of the team which closed the INR 18.9 Billion Kannur International Airport Ltd deal.
- Handled Marketing (Traditional & Digital), Advertising and PR of Kannur International Airport Ltd. Other clients were Ooredoo Maldives, Indian Oil Corporation Ltd. and Airtel Seychelles.
- Interacting with clients, understanding their requirements, providing innovative solutions and execution of services.

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- Making client pitches, along with other agency staff, with the aim of securing new business for the agency.
- Coordinating and authorizing quotations for client approval & assists in preparation of client invoices.

Vodafone Idea Limited – Management Trainee

August 2016 – November 2017

Location: Alleppey/Pathanamthitta, Kerala

- Handled Idea Cellular Post-paid/Pre-paid vertical of Alleppey and Pathanamthitta district of Kerala.
- Managed 13 My Idea Franchisee showrooms, and 2 agencies located in Alleppey/Pathanamthitta Zone & a team of 100+ executives as the direct reporting manager.
- Market research on customer base profitability, subscriber churn, upselling of products and franchisee profitability.
- Created dashboards on store profitability, churn, product upselling etc. using Excel and doing weekly/monthly review presentation in front of zonal and circle management team.
- Daily data mining from SCM, analysis, interpretation and communication of sorted data to franchisee/agency executives for driving daily/monthly targets.
- Driving promotion and upselling of IBS products and services for NEBA (corporate) and SME accounts.
- Achieved coveted selling star title for Q2 2017 Kerala circle (walk-in sales) while working at Idea.
- Circle best performer in Retention contest (churn reduction) while working at Idea.
- Responsible for monthly post-paid B2C and B2B sales target assigned to My Idea showrooms and agencies.

Skills

- Google Ads & Facebook Ads
- PowerBI
- Advanced Excel
- Google Analytics
- Sendinblue & Mailchimp
- Hubspot CRM

Academic Qualification & Achievements

Qualification	Year	Institute	CGPA/%
PGDM (Marketing& HR)	2014-2016	Rajagiri Centre for Business Studies, Kochi	7.07
B.Tech (Mechanical Engg.)	2008-2012	SHM Engineering College, Kollam	6.5
XII	2008	Varkala Govt.H.S.S	86%
X	2006	L.F.E.M.H.S.S. Edava	83%

- Got scholarship and studied at **Pukyong National University, Busan, South Korea.**
- Won the '**Best Manager**' Award for Talent Time 2015, event hosted by CUSAT, Kochi.
- All-round supervisor for '**Inflore 2016**' – South-India's biggest management event.