

Pramod Satish R

Strategic Marketing Expert with 8+ years of experience

Demonstrated expertise in driving significant growth through innovative & data-driven marketing strategies, excelling in web traffic enhancement, lead generation, and sales increases. Proficient in website development, CRM tool integration, and data-driven marketing decision-making.

EXPERIENCE

Growth Specialist - Qure.ai

Feb 2022 to Ongoing

- Spearheaded a comprehensive website overhaul, resulting in a **twofold increase in monthly web visitors** by leveraging market trends, keyword optimization, automated contact workflows, and SEO enhancements.
- Engineered and implemented HubSpot CRM, automating marketing campaigns to engage with 45,000 contacts and **elevating team efficiency by 35%**.
- Designed HubSpot **dashboards to monitor** vital metrics, facilitating data informed marketing decisions.
- Initiated **real-time notifications** for demo requests and prime leads through Slack & HubSpot integration, **ensuring response time under 24 hours**.
- Crafted a region-specific **lead scoring system**, sharpening our focus on the most promising leads in the UK and US.
- Enhanced CRM processes, guiding the sales team to nurture 10,000 high-potential leads and **boosting event lead generation by 30%**.
- Organized over **25 events**, significantly boosting brand engagement.
- Curated a **repository of 380 web posts** under the Insights webpage, to enhance user engagement and simplify visitor navigation.

Digital Media Consultant (@ArogyaAndhra)

Department of Health, Govt. of Andhra Pradesh

March 2020 to Jan 2022

- Led paid **campaigns totaling 100K USD**, collaborating with Facebook, WhatsApp, and Twitter during the COVID-19 pandemic.
- Liaised with Facebook in bringing in **free Ad credits of 65K USD** in 16 months to run digital awareness campaigns across the state.
- Piloted Facebook India's first **Brand Lift Study**, FB Alerts, stories on the ArogyaAndhra Facebook page.
- Association with UNICEF, UNDP, WHO & MoH(GoI) for content creation as per public momentousness.
- Achieved a reach of the social media posts to **5 Million+ from half a million** and followers count to **30X**.

Marketing Manager - Sunlit Future, Auroville

July 2019 to March 2020

- Planned, Designed, and executed Social Media & Email campaigns.

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SKILLS

CMS

CRM

SEO

Lead Scoring System

Marketing Automation

Data Analysis

Keyword research

GTM Strategy

Budget Management

Event Management

Campaigns

Team Management

CERTIFICATIONS

Digital Marketing Analytics: Tools & Techniques: edX

Fundamentals of Digital Marketing: edX

Tools

Hubspot

Zoho CRM

Adobe Illustrator

Adobe Premiere Pro

Google AdWords

Google Analytics

WordPress

Strapi CMS

MS Office

Figma

- Curated **25+ Case studies** on solar rooftop projects for web.
- Camera and Editing work on a Documentary of water pump projects in **100 tribal villages**.
- Handled **200+ sales calls/messages** - supporting pre-sales.
- Created **7 video case studies** - shot with a drone, scripted & edited.
- Hosted **10+ training sessions** to increase B2B network and customers.

Marketing Manager - EcoSoch Solar, Bengaluru

November 2015 to June 2019

- Built WordPress website - Content, Illustration, Blogs, SEO, Ads & Analytics - A total of 20 pages and numerous blogs were posted
- Managed Google Ad campaigns within the budgets.
- Wrote **70+ SEO-friendly case studies**, which included different rooftop sectors and different sectors of customers.
- Planned and executed monthly email campaigns for all the customers and prospects on the new developments in the energy space.
- Coordinated the **launch of Enphase microinverters in India** along with the core team of Enphase from the Asia Pacific in the Intersolar Event in 2016.
- Hosted more than **25 workshops in-house, 20 sessions in remote & digital space**.
- Worked on microgrid projects in **30+ remote areas** along with GramVikas & Tata Trusts.

EDUCATION

Graduation:
Amrita University, Kerala—
B.tech in Electrical Engineering

LANGUAGES

- English
- Telugu
- Tamil
- Kannada
- Hindi

OTHER ACTIVITIES

- 3 X Barefoot full marathons
- Iron Man 70.3 - Aspirant