

# Win

## Chief Marketing Officer | Digital Growth & CRO Expert

**ROOCRUIT**

Kochi, India

### PROFESSIONAL SUMMARY

*Action-oriented Digital Growth Expert and CMO with over 18 years of experience in scaling B2B and B2C technology start-ups across global markets. Expert in Conversion Rate Optimization (CRO), data-driven digital transformation, and navigating complex sales funnels to drive measurable revenue growth. A strategic leader experienced in managing large-scale paid media budgets, executing market entry strategies, and leading cross-functional teams in high-growth environments.*

### KEY SKILLS

- Conversion Rate Optimization (CRO) & A/B Testing
- Digital Growth Strategy & Scaling Start-ups
- Performance Marketing (Google, LinkedIn, Meta, Programmatic)
- Advanced Analytics (GA4, Looker Studio, Tag Manager)
- Technical & International SEO Strategy
- Consultative Sales & C-Suite Negotiation
- Marketing Automation (Salesforce, HubSpot, Marketo)
- Product Strategy & Roadmap Management
- Prompt Engineering & AI Integration (ChatGPT)
- Team Leadership & Stakeholder Management

### PROFESSIONAL EXPERIENCE

#### Digital Marketing Manager (Global Operations)

**May 2023 – July 2023**

Leading International EdTech SaaS Provider

- Headed all paid and organic B2C and B2B SaaS marketing initiatives across 22 countries.

- Managed and optimized multi-channel advertising campaigns (Google, Meta, LinkedIn) to maximize ROI.
- Developed comprehensive content and email marketing strategies to nurture leads and improve retention.
- Headed international SEO strategies, optimizing localized websites for global organic reach.

**Chief Marketing Officer (Promoted from Strategist)****June 2021 – April 2023**

North American Real Estate Technology &amp; SaaS Group

- Transformed initial product concepts into functional, scalable, low-cost business models.
- Headed the IT team in developing proprietary software products and an online property valuation tool using MLS data.
- Managed a multi-disciplinary team of SEO, Social Media, and Performance Marketing specialists.
- Implemented Structured Data strategies and advanced GA4 tracking to improve organic traffic and attribution.
- Developed product roadmaps by analyzing customer feedback and industry trends to iterate on functionalities.

**Managing Director / Director of Marketing****March 2016 – June 2021**

Creative Digital Consulting Studio

- Led business development and marketing for an agency focused on scaling tech start-ups.
- Managed the end-to-end delivery of UI/UX design, software development, and digital marketing projects.
- Acted as an outsourced growth partner for Middle Eastern SaaS and Internet start-ups.
- Optimized complex SEM and SEO campaigns for high-value B2B and B2C clients.

**Key Account Manager****Nov 2014 – March 2016**

International Management Consultancy Firm (UAE)

- Headed online marketing and business development across the MENA region, EU, and South East Asia.
- Secured consulting assignments from multi-billion dollar organizations and government bodies.

- Established strategic alliances with international certification and consulting partners.
- Conducted diagnostic assessments for organizations to recommend strategic and operational excellence solutions.

### **Business Development Consultant / Marketing Specialist**

**Feb 2013 – Sept 2014**

Leading UAE Management & Advisory Firm

- Assisted international IT and Internet businesses with MENA region market entry and expansion.
- Built and led a new in-house division for Web Development and Digital Marketing services.
- Executed high-level lead generation through targeted webinars and events for global investors.

### **Assistant Manager – Sales (Online Business Development)**

**Sept 2011 – Oct 2012**

Major Fintech Unicorn / Financial Services Provider

- Hired directly by founding leadership to establish operations in key regional territories.
- Played a pivotal role in the early-stage development of a flagship educational blog now attracting 40M+ monthly visitors.
- Developed franchise and channel partner networks, creating full-funnel digital marketing strategies for their growth.

## **TECHNICAL PROFICIENCIES**

**Programming:** HTML, CSS, JavaScript, Python (Django, NumPy, Pandas, Matplotlib)

**Tools:** GTM, Tealium, Looker Studio, VWO, Optimizely, Salesforce, Jira, SQL

## **EDUCATION & CERTIFICATIONS**

- **Executive MBA:** Corporate Governance and Risk Management – IIBM Institute
- **Bachelor of Commerce:** Periyar University
- **Project Management Professional (PMP)** – ICR India
- **Six Sigma Green Belt** – ICR India
- **Google Certified Adwords Professional** (Advanced Level)

- **ISO Internal Auditor** Certified

## LANGUAGES

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English (Professional), Indian Regional Languages.

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