

Cover Letter

Dear Sir / Madam,

Thank you for the opportunity to submit my application.

I have over five years of experience in the Digital marketing & Strategic planning and currently seeking a new opportunity where I can use my knowledge and create an opportunity to learn and implement new strategies.

In my current role I have developed Owned media Strategy & Lead generation operations. which are projected to grow our brand awareness, trust, and quality lead or traffic for the company.

Happy to mention some of my achievements in this role :

- Built, trained Marketing experts which resulted in generating \$17M sales pipeline.
- Initiated two successful marketing departments.
- Acquired and build - Hacker Combat LLC, and MYDLP Inc.
- Initiated the Social Media and Lead Generation operation in Philippines.

Also, I have recruited, hired, and trained the vast majority of our current marketing specialists, all of whom have contributed to improving my overall marketing process.



I respectfully submit my application for your review. Also, I have added my resume below which will express more about my work experience and other qualifications.


Date :-
Place :-

Thanks & Regards,
Arun N

ARUN NAGARAJAN

Functional Head of Digital Marketing Strategy

+91 9789094361  arun.chandru45@gmail.com  arun.chandru45

 No: 2/2, Kambar Street, Kamachi Amman Nagar, Allapakkam
Chennai – 600116 - Tamil Nadu - India



PROFILE :

Experienced and result oriented Marketing Leader with the ability to lead marketing teams and develop, execute & improve successful marketing strategies with ongoing market scenario and trends.

EXPERTISE :

- Digital Marketing
- Brand Building
- Product Launch & Event
- Strategic Planning
- Lead Generation
- Demand Creation

TOOLS:

- Semrush
- Thunderbird Mail
- Buffer
- Moz
- Canva
- Topol.io - Html Builder
- Vtiger - CRM
- Jira
- Linkedin Sales Navigator

EXPERIENCE :

COMODO CYBER SECURITY INC

Digital Marketing Strategist
April 2016 - Present

+ Major Responsibility

- Managing Digital Strategy team in India, United States and Philippines.
- Build, plan and implement the marketing strategies for the company.
- Monitoring marketing and sales activities for increasing brand awareness and sales pipeline.
- Managing assigned marketing and hiring budgets.

+ Search Engine Optimization

- Develop and execute successful seo strategies. Conduct keyword research to guide content teams.
- Direct the off-page optimization and link building strategiest.
- Work towards organic search optimization and monitor redirects, click rate, bounce rate, and other KPIs
- Review and Applying technical seo.
- Analyzing keywords and SEO techniques used by competitors.
- Research and analyze competitor advertising links to support dedicated SEM specalist.

+ Content Marketing

- Accountable for all content marketing initiatives to drive traffic, engagement, leads, that deliver sales and customer retention.
- Managing a team of writers and designers to produce high quality content.
- Designing and implementing creative marketing strategies to disseminate content.
- Implementing SEO best practices.

+ Social Media Marketing

- Develop community building strategy across reddit, pinterest, facebook, instagram, etc
- Design and implement social media strategy to align with business goals.
- Perform research on current trends, audience preferences and Set specific objectives and report on ROI
- Generate, edit, publish and share engaging content daily (e.g. original text, photos, videos and news)
- Communicate with followers, respond to queries in a timely manner and monitor customer reviews
- Suggest and implement new features to develop brand awareness, like promotions and competitions

+ Email Marketing

- Design and implement direct email marketing campaigns.
- Proofread emails for clarity, grammar and spelling.
- Analyze campaign performance and suggest improvements to develop a lead generation strategy
- Ensure emails follow industry policies and best practices

+ Telemarketing

- Reach out to prospects via telephone to qualify leads using a specified scoring system.
- The expected activity level for this position is 75 to 100 calls per day.
- Navigate through a conversation flow to uncover business needs, understand pains, and position.
- Generate qualified leads that are processed as new opportunities and sent to the sales team.
- Monitor and Maintain an accurate log of activity in the CRM system.

+ Data Research

- Browsing for Companies in Google and getting Companies list from Business Directories.
- Collecting end to end Company info, decision makers details like Directors / VP / CXO's of that company from People Search Directories.
- Managing CRM and the marketing database

+ Duties Includes

- Provides product, process training and guidance for rest of the team.
- Collaborate with web development and conversion rate optimization team for better improvement.
- Monitor competition and provide suggestions for improvement.
- Motivating team members and creates an environment where employees thrive.

EXPERIENCE CONTINUED :

iLink Systems, Inc.

Marketing Research Executive - April 2015 - April 2016

+ Content Marketing

- Develop new business via mass communication such as email and social media to introduce solution and identify appropriate buyers within the target market.
- Optimize our marketing automation and lead nurturing processes through email, content, and social media.
- Grow new leads, including marketing-qualified leads, by converting site traffic through calls-to-action, landing pages, and lead generation content.
- Work with sales and Marketing teams to bring high-quality leads.

+ Market Research

- Sourcing company info, decision makers details like CXO's of that company from people search directories.
- Identify the target audience and grow email campaign database.
- Getting decision makers contact information for email campaign through software
- Work with sales teams to grow the sales pipeline to consistently meet monthly revenue goals

+ Duties Includes

- Managing marketing database and monitoring CRM, assign qualified leads to sales person
- Work with sales teams to grow the sales pipeline to consistently meet monthly revenue goals.

iLink Systems, Inc.

Marketing Analyst - August 2014 – December 2014

+ Data Research

- Browsing for Companies in Google and getting Companies list from Business Directories.
- Collecting Details of Companies include Finding URL from Google Taking Headquarters Address from Website. Collecting Management People from Website.
- Collecting other Contacts like Directors / VP / CXO's of that company from People Search Directories.
- Getting Contacts and correct Email Id list for Campaign (Also Start-Ups) Companies in Various parts of USA, Canada, UK.
- Directories used – Inside View, Hoovers, LinkedIn, Manta, Zoom info.

+ Duties Includes

- Managing marketing database and data cleanup every quater.
- Work with email marketers to increase high-quality leads and improve sale pipeline.

EDUCATION :

- **Alpha Arts and Science College - University of Madras**

Bachelor of Science: Computer Science

November 2011 to April 2014

- **Grace Matriculation Higher Secondary School**

High School Education - Computer Science

April 2010 to March 2011

- **Grace Matriculation Higher Secondary School**

Matriculation Education - Computer Science

April 2008 to March 2009

CERTIFICATIONS :

- Digital Marketing
- Advance Lead Generation
- Email Marketing
- Become a Online Marketing Manager
- Lead Generation Foundations
- Content Marketing

PERSONAL DETAILS :

Date of birth: 18.01.1994

Gender: Male

Material Status: Single

Nationality: Indian

Language Known: Tamil, English

ID: Passport no - N8482304

No: 2/2 Kambar Street, Kamachi Amman Nagar, Allapakkam
Chennai – 600116, Tamil Nadu, India.

Mobile: +91 9789094361

Email: arun.chandru45@gmail.com

Skype: arun.chandru45

DECLARATION :

I hereby declare that the above-mentioned particulars are true to my knowledge and I bear the responsibility for the correctness of the above-mentioned particulars.

Date :-

Thanks & Regards
ARUN