



DINESKUMAR P

Performance Marketer

A high-calibre professional with a proven track record of business development, analysis and revenue generation. Skilled in problem-solving, adept at nurturing customer relationships, and proficient in grasping marketing campaign goals.

Contact

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www.itsmaruk.com

Education

● Performance Marketing

Growth School
2023-2024

● Digital Marketing

Digital Academy 360
2022-2023

● BE - Mechanical

Sri Krishna College of
Engineering and Technology
2015-2019
CGPA : 8.2

Skills

Public Relations	● ● ●
Communication	● ● ○
Teamwork	● ● ●
Meeting deadlines	● ● ○
Critical thinking	● ● ●

Experience

● Growth Marketer

Digital Theory 2024 - Present

- Led client engagement, performed in-depth market and data analysis, and crafted growth strategies aimed at maximising ROI and fostering long-term customer loyalty for brands.
- Worked on Branding activities for D2C brands and crafted effective high converting landing pages for E-commerce clients.

● Orm Proactive

Livspace 2024

- Worked on orm management, gmb audits and Review generation strategies for increasing online visibility and lead flow.
- Working actively with brand marketing team to actively curate content and support seo activities to maintain positive image and enhance visibility.

● Digital Marketing - Lead

iBridge LLC 2022 - 2023

- Work on seo/paid plans and execution, technical audits, competitor analysis and Creation of reports based on statistics for quarterly execution.
- Increased organic signups by 46% and ranked 150+ keywords in top 10 position.

Software

Google Analytics	● ● ●
Photoshop	● ● ○
SemRush	● ● ○
Final Cut Pro	● ● ●
Google Ads	● ● ○
SpyFu	● ● ○
Hoot Suite	● ● ○
Similar Web	● ● ●
Excel / Word	● ● ○
Wordpress	● ● ○
Tableau	● ○ ○
Clarity	● ● ○

Expertise

Market Research
Competitor Analysis
Social Media Management
Competitor Analysis
SEO Audit and analysis
Growth analysis

Languages known

Tamil
English
Telugu

Hobbies

Vlogging
Cricket
Photography
Journalism
Animal Tracking
Fitness

Certifications :

- Google Ads - Search, Video, Shopping, Display
- Hoot Suite - Email, Content, Inbound, Social Media marketing
- SemRush - Seo fundamentals and toolkit,
- Google analytics, Creo, Microsoft advertisement, LinkedIn Certifications

Achievements :

- Certified " Very Good " in CREO software by UMS Technologies
- Completed "Diploma in E-Business" & "Digital Analytics" with Alison and gained key skills in online business management.
- Certified in "Marketing tools on Social Media" & "Content Marketing" by LinkedIn Learning.
- Secured Third place in Paper Presentation on Lean Manufacturing
- Certified in Business Analytics by Internshala.

Project :

- Designed and published websites "Skylineindia.org", "imhaps.com" with Seo Audit and Off-page Seo Optimisation.
- "Obstacle Detector" , for helping the visually challenged and also for other security purposes.
- Worked on Seo audit and analysis for KCI industries
- Created and executed social Media Optimisation and Advertising for DtoC Brands - Signature moments, Kombucha, Samridhi

Co-Curricular Activities :

- The lead of SAE-SKCET, IFF, SAR - SKCET STUDENT CHAPTER.
- Member and organiser of " Entrepreneurship Development Club" in SKCET.
- Pursued the "E-COMMERCE" course in Alison was Certified "Very Good".
- Completed Certification in " DIGITAL MARKETING "from Kallada Academy.
- Co-Ordinator of GDG HACK KNIGHT - An long coding event conducted in SKCET.