

# Hemanth C Kumar

Growth Marketing  
Manager

## Contact

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## Skills

Strategic Planning



Content marketing



Marketing strategy



Web analytics



Calculating ROI



SEO proficiency



Online marketing



Inspired Digital Marketing Consultant driving positive customer outcomes through the building of powerful online presences. A considerate, well-spoken professional with excellent client engagement and business development skills. Promoting more than 9 years working for organizations.

## Work History

2015-08 -

### Digital Marketing Manager

2019-07

*The Rubixion, Bangalore, Karnataka*

- Devised strategies and roadmaps to support product vision and value to business.
- Evaluated business requirements, leveraging information to forecast feature costs relating to hardware, software and consulting.
- Evaluated monthly performance statistics and used data to inform future strategies.
- Outlined omnichannel goals across brands and digital platforms, including store systems, web, mobile and marketing systems.
- Analyzed and reported social media and online marketing campaigns.
- Hired, trained and mentored over 8 professionals in marketing techniques and approaches, including Google AdWords, and Google Analytics.

2010-08 -

### Digital Marketing Manager

2015-07

*Hidden Mind Technologies, Bangalore, Karnataka*

- Spearheaded client meetings to determine project needs and professional requirements and identify correct course of action enhance client success.
- Managed relationships with high-profile clients and translated marketing and social media needs into results-driven strategies.
- Drove digital and enterprise collaboration across functional teams, focusing on delivery and continuous process improvement.
- Increased customer engagement through social media.
- Proactively engaged with clients by phone, email and in-person, which helped establishing long-term,

Email Marketing

Excellent

Audience outreach

Excellent

Marketing Automation

Very Good

lucrative relationships.

- Developed marketing content such as blogs, promotional materials and advertisements for social media.
- Verified client messages were answered within 1 hour to establish quick and effective issue resolution.
- Managed quality assurance program including on site evaluations, internal audits and customer surveys.

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## Education

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2006-06 -  
2010-04

**B.Tech: Electrical, Electronics And  
Communications Engineering**

*Satyabhama University - Chennai*

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## Accomplishments

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- Increased net revenue by 170% by spearheading and leading a comprehensive marketing campaign.
- Increased company revenue by INR 1,70,00,000 by developing a new acquisition strategy involving email, network display and select lead generation.
- Promoted from Team Lead SEO to Digital Marketing Manager in 4 years.