

NAVEEN MOHAN

Digital Marketing Manager

 Bengaluru, India

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PROFESSIONAL SUMMARY

Strategic and performance-driven **Digital Marketing Manager** with **8+ years of experience** leading SEO, paid media, social media, and content marketing initiatives. Proven ability to scale organic traffic, generate high-quality leads, and improve ROI through data-backed digital strategies. Strong expertise in managing campaigns, client stakeholders, analytics, and cross-functional collaboration.

CORE COMPETENCIES

- Digital Marketing Strategy & Planning
 - AI (ChatGPT and Gemini) Visibility
 - SEO Strategy (Technical, On-Page, Off-Page)
 - Performance Marketing (Meta Ads – Facebook & Instagram)
 - Lead Generation & Funnel Optimization
 - Brand Awareness & Growth Marketing
 - Google Analytics & Search Console
 - Keyword Research & Competitive Analysis
 - Content Strategy & Conversion Optimization
 - Social Media Marketing & Campaign Management
 - Email Marketing & Automation
 - CRM & Marketing Tools (Zoho CRM)
 - Campaign Reporting & ROI Analysis
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PROFESSIONAL EXPERIENCE

Digital Marketing Manager / Executive

Anspro Technologies, Bengaluru

June 2025 – March 2026

- Own and execute the **overall digital marketing strategy** including SEO, social media, and lead generation.

- Improve website visibility, keyword rankings, and inbound lead flow through structured SEO planning.
 - Analyze campaign performance using Google Analytics and recommend optimization strategies.
 - Collaborate with management to align marketing goals with business objectives.
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Digital Marketing Manager (Freelance / Consultant)

October 2023 – May 2025

- Managed **multiple client accounts** across industries, handling SEO, paid ads, and content strategy.
 - Achieved **40% average growth in organic traffic** through technical SEO and content optimization.
 - Designed keyword-driven strategies aligned with lead generation and business goals.
 - Delivered measurable ROI improvements and long-term visibility for client brands.
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Digital Marketing Executive

Namsbel Global Pvt Ltd

April 2023 – September 2023

- Led SEO and digital campaigns resulting in **35% increase in organic traffic within 6 months**.
 - Planned and executed social media campaigns on Facebook and Instagram.
 - Coordinated with content teams to improve rankings, engagement, and conversions.
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Digital Marketing Executive

Namsbel Global Pvt Ltd

January 2022 – August 2022

- Implemented SEO strategies including keyword research, on-page optimization, and link-building.
 - Improved SERP rankings for competitive keywords and enhanced website performance.
 - Provided data-backed recommendations to improve content quality and user experience.
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Digital Marketing Consultant – Clients

July 2019 – December 2021

- Delivered SEO and digital marketing consulting to multiple businesses.

- Ranked “**Softvent**” **Top 2** for *Windows Application Software Company Bangalore*.
 - Ranked **digitalnaveenmohan.in Top 2** for *Best Digital Marketing Consultant in Mysore*.
 - Focused on sustainable organic growth and lead-driven keyword targeting.
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PREVIOUS LEADERSHIP & BUSINESS EXPERIENCE

Business Development Manager

Skyway International Travels, Mysore

May 2015 – June 2018

- Implemented **Zoho CRM**, improving lead tracking and sales efficiency.
- Trained teams on CRM and customer lifecycle management.

Business Development Manager – Atop Communication Solutions Pvt Ltd

Sep 2013 – Feb 2015

Director & CEO – Ksheera Technologies Pvt Ltd

May 2011 – May 2013

Business Development Manager – TLI Knowledge

Feb 2009 – Apr 2011

Business Development Executive – Oak Systems Pvt Ltd

Dec 2007 – Jan 2009

Center Manager – Software Information Solutions

Nov 2003 – Nov 2007

(Earlier roles demonstrate leadership, revenue responsibility, and client management skills)

EDUCATION

Bachelor of Engineering (B.E.) – Electrical & Electronics Engineering

The National Institute of Engineering, Mysore – 2006

LANGUAGES

English | Hindi | Kannada | Telugu