

## NAVEEN MOHAN

### Digital Marketing Manager

 Bengaluru, India

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 naveenmohan3@gmail.com

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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.

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## CORE COMPETENCIES

- Digital Marketing Strategy & Planning
- 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 – Present*

- 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)*

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## **EDUCATION**

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

The National Institute of Engineering, Mysore – 2006

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## **LANGUAGES**

English | Hindi | Kannada | Telugu