

WORK EXPERIENCE



Digital Marketing Specialist

Prosaris, Halifax

April 2023 to April 2024

- Established and managed Prosaris's brand identity across diverse online platforms and marketing channels.
- Increase in number of followers by 300% and average engagement by 50% through engaging content & targeted ads.
- Designed and maintained a robust Shopify CMS website, ensuring regular updates, robust security measures, and tailored customer experiences across four currencies.
- Enhanced lead generation and organic traffic by 250% through strategic SEO implementation, precise keyword research, and impactful content marketing strategies, leveraging Google Analytics and HubSpot for data-driven insights.
- Successfully led PPC campaigns and utilized Google Ads and LinkedIn Ads to drive a substantial 300% increase in website traffic and heightened product awareness, contributing to a 50% rise in lead generation.
- Supported tradeshow initiatives by implementing effective lead generation tactics via targeted landing pages, email marketing campaigns, innovative giveaways, and compelling sales collateral.



Marketing and Business Development Manager

St. Mary's Educational Trust, India

April 2020 to November 2021

- Designed and optimized the new website for the school with optimized keywords, engaging content and online payment capabilities.
- Modified and implemented the marketing calendar with new engaging content leading to 400% Increase in web traffic, with 50% less spent on paid media.
- Implemented an efficient reporting structure, and a review system for performance evaluation to foster positive feedback communication.
- Created new roles for a councilor, and introduced a new social crafts program to support engagement and stress management.
- Launched a series of targeted marketing campaigns that increased lead generation by 35% within six months, utilizing CRM software, email marketing tools, and data analytics to track and optimize performance.



Corporate Accounts Manager

Advantage Car and Truck Rentals, Toronto

March 2019 to December 2019

- Managed new and existing clients and encouraged them to re-purchase through building better relationships, effective communications, and corporate incentives.
- Signed on with 4 new dealerships by building relationships, 12 new production companies, and 5 new corporate offices which brought in revenue on a regular basis.
- Managed direct mail, strategic targeting, CRM different stages in the sale funnel, business to business marketing, lead generation and Email marketing.



**SANTOSH
MARIASELVAM**

UI/UX + MARKETING + GRAPHIC DESIGN

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Montreal, QC

PROFESSIONAL SKILLS

- Integrated Marketing Campaigns
- Graphic Design
- UI/UX Design and Prototyping
- Market Research and Analysis
- HubSpot CRM Admin
- Lead Generation
- UI/UX Research
- Google Analytics and Ads
- SEO Optimization
- Website Development (Shopify)
- Wordpress
- Print Production
- Email Marketing
- Content Writing (Blogs, Ebooks)



FREELANCE PROJECTS

Strategic Marketing Council, Toronto

Website development, SEO and Photography

Cribji Realty, Toronto

Market analysis, SEO, launch strategy, Google ads, social media ads, project management, and marketing strategy.

Kitchen Gureilla,

Krish Kreations, Toronto

Social media management, content marketing strategy, photography, videography and design services.

Knomadventures, Halifax

Rebranding, SEO and Website development.

South Asian Autism Awareness Center (SAAAC), Toronto

Photography, social media promos, videography.





Marketing Graphic Designer

Just4Agent, Toronto

April 2017 to August 2018

- Developing Real Estate collaterals in forms of landing pages, booklets, postcards, brochures, business cards, logos, banners, OOH displays, and digital displays.
- Create and manage websites, social media pages for clients and post active listings on their pages.
- Coordinate all aspects of print production, and audio-visual or electronic materials, such as media used for websites, social media, and interactive terminals.

EDUCATION HISTORY



Bachelor's in Visual Communication

University of Madras, 2013

- Majored in Graphic design and Photography.
- 95% in 3D Graphics and Documentary.
- Visual media coordinator for Chimera'12 Cultural Event
- Sports Secretary for departmental sports.



Diploma in Creative Advertising

Seneca College of Arts and Science, Toronto, 2016

- Graduated with Honors
- Winning pitch Direct Email Campaign, 2016
- International Student Award recipient 2015
- Attended New York Adweek Conference, 2015

CERTIFICATIONS



Google Certifications

Google UX Design (2024)

HubSpot Certifications

- Digital Marketing (2024)
- Inbound Certified (2024)

INTERSHIPS



OGILVY AND MATHER AGENCY, CHENNAI, 2013

Art director internship focused on design elements for traditional and social media promotions, paid marketing, market research, and campaign management

Digital Media Lab, 2015

Graphic design internship with emphasis on digital media marketing and print production

ABOUT ME

I am a dedicated and imaginative marketing professional with a deep passion for finding creative solutions to complex challenges.



My strengths are rooted in creating a strong brand identity, enhancing visibility, fueling lead generation, and fostering engagement through engaging stories, and strategic marketing initiatives. My dedication lies in delivering maximum value from investments through innovative and straightforward approaches, always aiming to make a meaningful impact on organizational growth and success.

VOLUNTEER EXPERIENCES



South Asian Autism Awareness Center, Toronto 2017, 2018

Fundraising event promotion, photography services, and print media development.

Forgotten Children (NGO), Chennai (Volunteer) 2009

Content coordinator, Ad Campaign

PERSONAL INTERESTS



- I am very interested in working in and promoting environmental sustainability.
- Photography is a way for me to share a moment of time in my awe of nature with the world.
- I love to travel across various continents, meet people, chase sunsets, and camp out under starry skies.

PORTFOLIO

santoshmariaselvam.com

