

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 spend 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, emailmarketing tools, and data analytics to track and optimize performance.



Corporate Accounts Manager Advantage Car and Truck Rentals, Toronto March 2019 to December 2019

- Managed existing clients and encouraged them to a re-purchase through building better relationships, effective communications, and occasional discounts and 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, different stages in the sale funnel, business to business marketing, lead generation and Email marketing.

SANTOSH MARIASELVAM

MARKETING SPECIALIST

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PROFESSIONAL SKILLS



- Integrated Marketing Campaigns
- Graphic Design
- Industrial Branding
- Market Research and Analysis
- HubSpot CRM Admin
- Lead Generation
- Campaign Management
- Google Analytics and Ads
- SEO Optimization
- Website Development
- 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

- Graduated with First Class
- Topped with 95 % in 3D Graphics and Documentary.
- Visual media coordinator for Chimera'12 Cultural Event
- Sports Secretary for departmental sports.
- Played for college badminton and cricket teams.



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

VOLUNTEER WORK, AWARDS, AND CERTIFICATION



South Asian Autism Awareness Center, Toronto 2017, 2018

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

Forgotten Children (NGO), Chennai (Volunteer) 2009

Social media coordinator, Ad Campaign (Only Time)

INTERNSHIPS



Ogilvy and Mather Agency, Chennai 2013

Art director internship focussed 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 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.

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.
- I snowboard and skateboard to my heart's content.
- I love cooking and food is a way for me to experience the different cultures of the world.
- I like bringing smiles volunteering for kid's developmental activities and at old age homes.
- I am a campsite guitarist and a hobby drummer.



PORTFOLIO

santoshmariaselvam.com

