



Ganesh Kumar

Marketing Manager | Business Strategist

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Professional Summary

Results driven marketing and business development professional with over 7 years of experience across gaming, technology, lifestyle, and e-commerce industries. Strong background in brand strategy, demand generation, and revenue growth through data driven marketing and strategic partnerships. Proven ability to lead multi-channel marketing initiatives including influencer marketing, SEO, SEM, performance marketing, and social media to increase customer acquisition, retention, and market share. Experienced in cross cultural stakeholder management, client relationship development, and sponsorship execution, with a consistent record of aligning marketing programs to business objectives.

Experience

Aug '23 – **Marketing Manager**, *Dexhigh Services Pvt Ltd*, Bangalore, India

- Dec '23 ○ Spearheaded in-depth market research on both in-house and competitor gaming titles, using insights to design tailored marketing campaigns that aligned with player preferences and industry trends.
- Expanded the company's digital footprint by running engaging campaigns on multiple platforms, leading to noticeable increases in community interaction and brand awareness.
- Collaborated with cross functional teams to refine content strategies, ensuring creative output remained consistent with brand identity and market demands.

Nov '19 – **Marketing Specialist**, *23Sol*, Chennai, India

- Dec '22 ○ Acquired, nurtured, and closed multiple high value leads, directly contributing to sustained revenue growth.
- Designed and implemented multichannel digital marketing strategies, boosting website traffic and overall user engagement.
- Managed campaign budgets and timelines to maximize ROI, ensuring efficient resource allocation for maximum impact.
- Established long term client relationships through consistent communication and results driven delivery.

Aug '19 – **Marketing Executive**, *MadeByFire*, Chennai, India

- Nov '19 ○ Developed innovative marketing campaigns and executed SEO/SEM strategies to enhance client visibility and online reach.
- Created and managed high quality social media content tailored to client objectives and brand voices.
- Partnered closely with the CMO to review and refine campaign workflows, copywriting, and performance metrics.
- Introduced content optimization practices that improved audience retention rates.

Aug '18 – **Content Writer (eSports)**, *Sportskeeda*, Bangalore, India

- Dec '18 ○ Authored eSports articles with over 150,000 reads, positioning the platform as a leading source for competitive gaming news.
- Onboarded, trained, and mentored new eSports writers, contributing to the rapid growth of the content team.
- Engaged directly with gaming communities to source authentic stories and trending topics.

Education

- Jan '23 – Sep '24 **Post Graduate in Global Business Management**, *Conestoga College*, Waterloo, Canada
- Jun '14 – May '18 **B.Tech in Electronics and Communications Engineering**, *SRM University*, Chennai, India

Ventures & Projects

- Sponsorship Management** Facilitated influencer campaigns for brands including Turnip, Lenovo, and Asus, securing contracts worth over €1,000,000 for 140+ influencers.
- Brand Marketing** Planned and executed campaigns for Jawa Motorcycles, Naidu Hall, Hyundai, Doshi Builders, and Circuit Games, leveraging SEO/SEM and digital promotions.
- Lead Acquisition** Closed strategic deals with Lulu Group, Tamil Nadu State Department of Education, Apollo hospitals and clinics, and Raksha Technologies using market research and business analysis.
- Influencer Marketing** Expanded outreach for gaming, lifestyle, and tech influencers, securing sponsorships across industries.

Certifications

- Google** Analytics, Ads Apps, Ads Search, Ai-Powered Performance Ads, Ai-Powered Shopping Ads, Campaign Manager 360, Search Ads 360, Conversion Optimization
- Hubspot** Digital Marketing, Email Marketing Software, SEO, SEO II, Social Media Marketing, Social Media Marketing II, Content Marketing
- SEMRush** AI Visibility Essentials, Offpage SEO & AI SE, Technical SEO & AI SE, SEO Essentials

Leadership & Volunteering

- Nov '18 – Sep '25 **Founder**, *TempesT*, Chennai, India
- Established an eSports community promoting Indian eAthletes.
 - Hosted competitive events at national and international levels.
- Jun '14 – Present **Volunteer**, *Blue Cross*, Chennai, India
- Assisted in re-homing animals and coordinating rescue efforts.
- Oct '16 – Present **Volunteer**, *EHSO*, Chennai, India
- Supported disaster relief for thousands of underprivileged families in Southern India.

Skills & Languages

- Marketing** Campaign Strategy, SEO/SEM, Social Media Management, Paid Advertising (Google Ads, Meta Ads), Lead Generation, Influencer Marketing, Sponsorship Negotiations, Content Strategy, Brand Positioning, Audience Segmentation.
- Business** Market Research & Analysis, Partnership Development, Client Relationship Management, Team Leadership, Strategic Planning, Budget Management, Cross Cultural Communication, Project Coordination, Data Driven Decision Making.
- Digital Tools** Google Analytics, Meta Business Suite, Trello, Asana, Microsoft Office Suite, Slack, WordPress, Mailchimp, CRM Systems (HubSpot, Zoho).
- Languages** English – C1 French – A1 German – A1
Tamil – Native (C2) Hindi – B2