

GANESH KUMAR

Chennai, India

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Education

Conestoga College

Post Graduate in Global Business Management

Jan. 2023 - Sep. 24

Waterloo, Canada

SRM University

B.Tech in Electronics and Communications Engineering

June. 2014 – May 2018

Chennai, India

Experience

Dexhigh Services Pvt Ltd

Product Manager

Aug. 23 - Dec. 23

Bangalore, Karnataka

- Studied and researched games released by Dexhigh and its competitors to create tailored marketing campaigns
- Executed campaigns to gain traction in social media presence on all fronts

23Sol

Marketing Specialist

Nov. 19 - Dec. 22

Chennai, Tamil Nadu

- Acquired and closed multiple leads to generate revenue and increase business presence
- Increased userbase and traffic through campaigns, advertisements, and other marketing strategies

MadeByFire

Marketing Executive

Aug. 19 - Nov. 19

Chennai, Tamil Nadu

- Created Marketing campaigns, Managed SEO/SEM, was responsible for copy and managing social media for clients
- Reported to the CMO and regularly improvised on existing campaigns, workflow and copy

Sportskeeda

Content Writer

Aug. 18 - Dec. 18

Bangalore, Karnataka

- Took on the role of being one of the first eSports content writer for Sportskeeda, acquired over a 150k+ reads
- Helped in onboarding a number of eSports content writers to expand the company's wing

Ventures

Sponsorship Management | Turnip, Lenovo, Asus, etc

- Overlooked the collaboration of influencers to promote and participate in personally tailored campaigns for major corporations like Turnip, Lenovo, etc.
- Facilitated sponsorship contracts worth over 1.3 crores INR for over 150 influencers

Brand Marketing | Jawa motorcycle models, Naidu hall, Doshi builders, Circuit games

- Planned marketing campaigns for the release of Jawa motorcycle models, Naidu hall, Doshi builders, Circuit games, etc.
- Streamlined online traffic through tried and tested SEO/SEM and digital promotions
- Managed team in charge of social media accounts and DMs regarding queries

Lead Acquisition | Lulu Group, Education Dept., TN, Apollo, Raksha Technologies

- Acquired and closed various leads across multiple clients
- Applied Market research and Business Analysis to help Marketing and establish Business relations

Influencer Marketing | PVS, MidFail, GT, etc.

- Helped Influencers expand their outreach over their target audience on desired social media outlets
- Secured multiple sponsors across various industries like Gaming, Lifestyle, Tech, etc.

Leadership / Extracurricular

TempesT

Founder

Nov. 18 - Dec. 24

Chennai

- Founded a gaming community focused on eSports in South India
- Developed the community to promote eAthletes and provide a platform to compete on an international level

Blue Cross

Volunteer

June 14 - Present

Chennai

- Volunteered for Blue Cross and helped in re-homing puppies and injured animals

EHSO

Volunteer

Oct. 16 - Present

Chennai

- Volunteered with EHSO to aid several thousand under-privileged families during disastrous events in Southern India