



# Ganesh Kumar

Marketing Manager | Business Strategist

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## Professional Summary

Results driven marketing and business development professional with over five years of experience spanning gaming, technology, lifestyle, and e-commerce industries. Adept at building brand presence, executing data driven campaigns, and developing strategic partnerships that have generated measurable revenue growth and enhanced market positioning. Proven track record of managing multi channel marketing initiatives, including influencer collaborations, SEO/SEM optimization, and social media engagement, leading to significant increases in customer acquisition and retention. Skilled at navigating cross cultural business environments, fostering long term client relationships, and coordinating high value sponsorship deals. Recognized for combining creativity with analytical rigor to deliver campaigns that align with corporate objectives and resonate with diverse target audiences.

## Experience

Aug '23 – **Marketing Manager - Games**, 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 – **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 €200,000 for 100+ 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.

## Leadership & Volunteering

Nov '18 – **Founder**, *TempesT*, Chennai, India

Present

- Established an eSports community promoting South Indian eAthletes.
- Hosted competitive events at national and international levels.

Jun '14 – **Volunteer**, *Blue Cross*, Chennai, India

Present

- Assisted in re-homing animals and coordinating rescue efforts.

Oct '16 – **Volunteer**, *EHSO*, Chennai, India

Present

- 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	