

Kishore Deva Sujay. A

Marketing Manager

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WORK EXPERIENCE

Amtex Infotech Pvt. Ltd.

Marketing Manager | Digital Media Expert

December 2020 – January 2024

181 WOMEN HELPLINE TAMIL NADU GOVERNMENT:

- As a Marketing Manager, my role is multifaceted, encompassing various aspects of marketing and content creation. I oversee traditional marketing efforts, including devising and executing strategies to promote our products or services through conventional channels such as **print media, television, etc.**,
- From **December 2020 to August 2023**, I've been responsible for managing the entire marketing and brand awareness initiatives for Women Helpline 181, aimed at supporting women in need.
- This encompassed all facets of marketing strategy development, execution, and brand promotion initiatives to raise awareness and support for Women Helpline 181.
- Annually, we organize a 16-day event spanning from **November 25th (the United Nations Day for the Elimination of Violence Against Women) to December 10th (Human Rights Day)**, during which we host various on-ground and digital events
 - FM campaigns
 - Bus Stickers
 - Physical and Digital Banners
 - We set up standees at entrances and distributed leaflets about 181 at 8 locations, including Anna Tower, VR Mall, Express Avenue, City Center, Phoenix Mall, Grand Mall, and a resettlement area.
 - Multiple Awareness workshop
 - Multiple Stage events at public spaces.
 - Pledge events at Colleges, Schools and Self-help groups.
 - Cyclothon with **D.G.P. C. Sylendra Babu**.
 - Sand art event with **Thiru. Muthuvel Karunanidhi Stalin** our Hon'ble CM.
- As part of our digital marketing strategy, I collaborated closely with our team's web developer to design and develop a government-approved 181 Website <https://tn181whl.org/>.

- Utilizing the Yoast SEO Plugin, I optimized the website for search engines, resulting in a significant increase in traffic, with over **100,000 views** received monthly. This optimization also led to 181 Website consistently ranking in the **top three search results** on Google.
- To establish a digital presence for 181 Women Helpline, which previously lacked any online footprint, I spearheaded the creation of social media pages on platforms such as Facebook, YouTube, Instagram, and LinkedIn.
- Leveraging trending content and **paid promotions**, we systematically built the brand's presence across these platforms, fostering engagement and outreach.

In particular:

- On **Facebook**, we surpassed 5,000 friendships on the personal account and achieved over **100,000 monthly reaches** on our business page.
- Our **YouTube channel** featured **109 videos**, accumulating more than **1.62K subscribers** and garnering **90,771 views** each month on awareness content.
- The **Instagram page** for 181 Women Helpline witnessed steady growth, with increasing numbers of followers and engagement.
- Additionally, we organized the "**Managai Short Film Festival**" for two seasons, aiming to promote social awareness and advocacy through visual storytelling.
- I oversee the entire digital marketing process, utilizing **Google Analytics along with specialized analytic tools tailored** for each social media platform. This comprehensive approach enables me to track and analyse performance metrics across various digital channels, informing strategic decisions and optimizing campaign effectiveness.
- Furthermore, our quarterly **SMS and email campaigns** proved instrumental in extending our reach to rural areas of Tamil Nadu, effectively disseminating information and support services to those in need.
- Managed the marketing calendar, and ensured 92% of campaigns ran on time and within budget

SCHOOL SKIES (ERP):

A Marketing Manager for a school ERP tool typically oversees the development and execution of marketing strategies aimed at promoting the software to educational institutions. Responsibilities may include:

- Developing and implementing marketing plans to promote the school ERP tool to target audiences, including schools, colleges, and educational organizations.
- Conducting market research to identify customer needs, market trends, and competitor activities to inform marketing strategies.
- Creating marketing materials such as brochures, presentations, website content, and social media posts to effectively communicate the benefits and features of the school ERP tool.
- Collaborating with the sales team to develop sales collateral and support sales efforts, including providing product training and demonstrations.

- Managing digital marketing campaigns across various platforms such as social media, email, and search engines to generate leads and drive customer engagement.
- Analysing marketing metrics and performance data using tools like Google Analytics to measure the effectiveness of marketing campaigns and optimize strategies accordingly.
- Building and maintaining relationships with key stakeholders, including customers, partners, and industry influencers, to enhance brand awareness and reputation.
- Managing marketing budgets, tracking expenses, and reporting on marketing ROI to senior management.

RSI Content Solutions India Pvt. Ltd.

Digital Marketing Executive | Graphic Designer (International Sales)

November 2015 - December 2020

- Joining the international sales team of a startup, I assumed the role of Graphic Designer to develop the organization's brand identity.
- Responsibilities included crafting logos and brochures tailored for both Indian and American markets, along with designing event flyers, banners, and related materials.
- Spearheaded the creation and maintenance of the RSI website, implementing SEO strategies to boost traffic and cultivate a robust database using HubSpot.
- Led digital marketing efforts by establishing RSI's presence on social media platforms such as LinkedIn, Twitter, and YouTube, and executing targeted email campaigns via Mailchimp, incorporating seasonal themes and promotional offers.
- Utilized tools like Premiere Pro and After Effects to produce captivating videos for brand promotion initiatives.

Classic Design works

Graphic Designer

March 2015 - November 2015

- Initially freelancing, I transitioned into a permanent role within the firm, an advertising agency, where my responsibilities primarily encompassed designing logos, brochures, flyers, and banners.
- Additionally, I occasionally undertook video shooting and directed advertisements for certain clients, diversifying my role within the agency.
- Utilizing Cinema 4D software, I specialized in creating 3D title videos, while also proficiently editing advertisement videos using After Effects software.

- Over time, I gained substantial experience in photography, further enriching my skill set and contributing to the comprehensive services offered by the agency.

JVFX Studio

3D Artist, Graphic Designer

January 2012 - February 2014

- Collaborated with my team as CGI technicians on three Kollywood movies, contributing to the seamless integration of computer-generated imagery.
- Successfully executed a marketing campaign for a chain of star hotels and various consumer products, leveraging strategic planning and creative execution.
- At the request of studios, authored scripts for two movies, aligning closely with their vision and objectives.

Self Employed

Freelancing 3D Artist, Graphic Designer

April 2009 - February 2012

- Endeavoured to establish an independent studio alongside a select group of like-minded animators, aiming to provide high-quality services to clients.
- Secured initial clients at a lower tier, allowing for valuable hands-on experience in both design and marketing domains, while laying the groundwork for future growth and expansion.
- Through this venture, gained significant insights and expertise in various aspects of design and marketing, contributing to professional development and enhancing capabilities within the industry.

Portfolio

A curated collection of work samples, projects, and achievements that showcase one's skills, expertise, and accomplishments in the field of marketing. It serves as a tangible representation of the marketer's capabilities, demonstrating their creativity, strategic thinking, and ability to drive results. A marketing portfolio typically

includes a variety of materials such as campaign plans, advertisements, social media content, email newsletters, website designs, analytics reports, and any other relevant deliverables.

Portfolio Website: <https://devasujay.wixsite.com/marketing-manager-po>

YouTube Channel: <https://www.youtube.com/@devaswork8023>

Graphic Designing: <https://devasujay.crevado.com/>

CERTIFICATION & TRAININGS

- **ChatGPT Masterclass:** ChatGPT Guide for Beginners to Experts! from Udemy.
- **Mega Digital Marketing Course A-Z:** 12 Courses in 1 from Udemy.
- **SEO 2020:** Complete SEO Training + SEO for WordPress Websites from Udemy.
- As a multimedia specialist, I obtained certifications in **3D artistry and video editing** from the "Image Multimedia" institute.
- **Foreign Corrupt Practices Act (FCPA)** Compliance (International Marketing).
- I've participated in numerous **NASSCOM** conferences and training sessions centred around **Marketing, Digital Marketing, UI design, and visual design, among other topics.**

SKILLS

- Develop marketing plans and campaigns through **Market research, and Competitive Analysis.**
- Skilled in leveraging **AI tools like ChatGPT and OpenAI** for marketing, enabling the optimization of campaigns through data-driven insights and automated processes.
- Create Brand Awareness using Digital Marketing: **Social Media Marketing (SMM)** through (**Facebook, Instagram, YouTube, LinkedIn, etc...**).
- Capable of confidently crafting and delivering **PowerPoint presentations, employing effective communication strategies and engaging** visuals to effectively convey information to audiences.
- **Paid Ads** (Facebook, Instagram, YouTube, LinkedIn, retargeting), **PPC** (Google).
- A/B testing, audience segmentation, **Search Engine Marketing (SEM), Search Engine Optimization (SEO)**
- Create visual concepts with digital and physical designs using **Photoshop, Illustrator, and InDesign.**
- Skilled in video editing with expertise in **Adobe After Effects and Premiere Pro.**
- Experienced in utilizing a range of software tools, including **HubSpot, and the Microsoft Office suite (Excel, Word, PowerPoint).**
- Proficient in leveraging **Google Analytics** for data analysis and implementing effective **email marketing** strategies.

EDUCATION

Image Institute of Multimedia Arts and Graphic Effects - Multimedia, 3D Artist, Graphic Designer - 2009 – 2011

TMG College of Arts and Science - BBA, Business Administration - 2022 – Ongoing

Panimalar Engineering College - BE, Electrical, Electronics and Communications Engineering - 2004 – 2008
(Incomplete and not pursuing)

Velammal Matriculation Higher Secondary School – 12th – 2004 – 67%

Velammal Matriculation Higher Secondary School – 10th – 2002 – 69%