



I help Businesses achieve their Marketing Goals

Official Website: [arjunkaranth.com](http://arjunkaranth.com)

## Contact

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## Education

### BE in Mechanical Engineering

Shree Devi Institute of Technology

## Expertise

- Wordpress Management
- SEM Rush
- Content Marketing
- LinkedIn Sales Navigator
- Meta Ads
- Google Tag Manager
- Yoast SEO
- Google Analytics

## Languages

- English
- Hindi
- Kannada
- Tulu

# Arjun S R

## PRODUCT MARKETING MANAGER

I am currently a **Product Marketing Manager** with a talent for creating Marketing funnels and building Sales Pipeline. I have experience working with diverse brands and assisting them with brand-building activities. My expertise includes lead generation through both organic and paid platforms. I am skilled in client communication and can also assist in client research and acquisition. Additionally, I excel at communicating with cross-functional teams within the industry.

## Experience

### Almoe Digital Solutions Pvt Ltd (2024 - Present)

I am currently working as a **Product Marketing Manager**, handling end to end marketing and online lead generation initiatives. My key contributions include:

- 1) Led the launch of **Atiroh**, a new **Audio Visual brand**, by leading key initiatives, including brand name ideation, designing, website development, and subsequent marketing campaigns.
- 2) Fully redesigned and optimized the official **Almoe India website** to enhance user experience and brand presence.
- 3) Currently developing an **e-commerce platform** for Atiroh to expand online sales capabilities.
- 4) Guided new team members in crafting **SEO-optimized blogs**, achieving **first-page rankings** on Google.

### Luxeveda Brand Services Pvt Limited (2022 - 2024)

**Digital Marketing Executive** for the past **1 year and 10 months**. I have actively contributed to various projects, including:

#### BuymyEV

- 1) As a project manager, I served as the single point of contact, overseeing and addressing all marketing requirements.
- 2) Conceptualisation of content for Instagram handle, **@buymyev\_official**.
- 3) Prepared monthly analysis reports using **Looker Studio**.
- 4) Authored all website and blog section content for the website **www.indibike.in**

#### Beretta Gallery USA

- 1) Managed product uploads, SEO optimization, and image resizing in the **Shopify** backend, ensuring a seamless online shopping experience.

#### Britannia Industries

- 1) Handling website content research, market analysis, and facilitating team calls in a cohesive manner.

#### Luxeveda

- 1) Worked on client acquisition strategies with the CEO of Luxeveda.
- 2) **Scripting and training** Luxeveda employees to produce marketing content for the company's social media handles.
- 3) Drafting blogs for **luxeveda.com**

## Courses & Certifications

- 1) Growth marketing foundation by Brad Batesole
- 2) SEO-based content writing course by Paul Jenkins from Udemy
- 3) Premiere Pro course from Youtube

## Achievements

- 1) Created my personal website **arjunkaranth.com**, to build my brand and share insights through impactful content.
- 2) I played a **pivotal role** in retaining the client 'BuymyEV' for Luxeveda. This eventually made me the product manager for the same.
- 3) Developed **case study videos** for **Luxeveda** instagram and my personal account. This has now motivated all the employees to produce video content and I am currently custom developing scripts and training the team on public speaking.
- 4) Being in direct touch with CEO of Luxeveda and developing **client acquisition strategies**.