

# ARJUN S R

## Performance Marketing Manager

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### WORK EXPERIENCE

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#### ALMOE DIGITAL SOLUTIONS PVT LTD

Hebbal, Bengaluru

##### Senior Marketing Manager

Jan 2025 - Present

- Led the launch of **Atiroh (atiroh.com)**, an innovative Audio Visual brand, **increasing brand awareness by 40%** within the first six months through strategic marketing initiatives.
- Managed a **team of four** in the development of an **e-commerce platform** for Atiroh, aimed at enhancing online sales and expanding digital reach.
- Optimised paid advertising campaigns across Google Ads, Instagram Ads, and Facebook Ads, achieving a **25% reduction** in cost-per-click (CPC) and a **3x** increase in ROAS.
- Implemented and optimised **conversion tracking** across paid media platforms to enhance performance measurement and maximise ROI.

##### Assistant Marketing Manager

Jan 2024 - Dec 2024

- Fully redesigned and optimised the official **Almoe India website (almoe.in)** to enhance user experience and brand presence.
- Developed and executed multi-channel digital marketing strategies, driving a **30% increase in organic traffic** and a **5% rise** in conversion rates.
- Monitored and analysed **campaign performance** to optimise strategies and ensure maximum ROI.

#### LUXEVEDA BRAND SERVICES

JP Nagar, Bengaluru

##### Digital Marketing Manager

March 2023 - Jan 2024

- Led multi-industry projects across premium Firearms, Automotive, FMCG, and Pharma sectors as a **Project Manager**, driving sustainable and scalable growth.
- Managed **Shopify e-commerce** backend, overseeing product listings, pricing, and inventory, leading to a **30% increase** in online sales within six months.
- Collaborated with the **CEO of Luxeveda** to develop and execute client acquisition and lead generation strategies, driving business growth.

##### Digital Marketing Executive

March 2022 - Feb 2023

- Led the optimisation of digital assets, including **landing pages and ad creatives**, to improve conversion rates and customer acquisition.
- Designed and conducted **training sessions** for Luxeveda employees, enabling them to create high-quality marketing content for social media.
- Managed the day-to-day execution of digital campaigns, including social media, SEO, email marketing, and paid advertising, to drive **engagement and conversions**.

### FREELANCE PROJECTS

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- Designed and developed a custom website for **Duvisa.net**, a business services platform, and executed targeted Meta ads campaigns for increased visibility.
- Built a fully functional website for a **UK based** event management firm '**The Pataka Project**', integrating a seamless payment gateway to enhance online sales capabilities.

### SKILLS

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**Technical Skills** - Google Ads, Facebook Ads, Instagram Ads, SEO, SEM, CRM, Conversion Tracking, SEM Rush, Google Analytics 4, Google Search Console, Google Tag Manager, Wordpress, Premiere Pro, Photoshop

### EDUCATION

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**B.E, Mechanical Engineering** - Shree Devi Institute of Technology, Mangaluru

**PUC, Science** - St. Aloysius College, Mangaluru