

SATHISH S

DIGITAL MARKETING MANAGER

8+ years of experience | Tirunelveli, Tamil Nadu, India

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SCAN FOR PORTFOLIO

SUMMARY

Results-driven Digital Marketing Manager with 8+ years scaling SEO, performance marketing and go-to-market strategy across SaaS, fintech and interior design brands. Currently leading digital marketing and business operations for a premium interior design company - built its ERP/CRM in-house and took it to the #1 ranking in India for premium home interiors. Seeking Growth Marketing roles in Interior Design & Real Estate, Dubai, UAE.

TECHNICAL SKILLS

SEO (On-page & Off-page), Keyword Research, Competitive Analysis, Outreach Marketing, Content Planning & Management, WordPress CMS, Google Analytics 4, Online Reputation Management, Social Media Marketing, GTM: Go-To-Market Strategy, Google Ads, Meta Ads & LinkedIn Ads, Email Marketing, Affiliate Recruitment & Management, Landing Page Design & Funnel, Webinar Marketing, KPIs & Performance-Based Reporting, Prompt Engineering, AI Tools & Vibe-coding, Salesforce Marketing Cloud

PROFESSIONAL EXPERIENCE

Houzlook Interiors (Uniheights Interio Pvt. Ltd.) - Bangalore, India

Digital Marketing Manager | Feb 2026 - Present

- Built the company's CRM from scratch, referencing Salesforce Marketing Cloud's architecture - automating lead assignment, escalation and marketing operations; now building the ERP
- Revamped houzlook.com, taking it to #1 ranking in India for "premium home interiors"; hired and now manage the full marketing team
- Manage ₹3L/month ad spend across Bangalore & Bhubaneswar at ~50x average ROAS (100x peak for the Bhubaneswar branch)
- Set up WhatsApp, RCS & email automation integrated into the CRM; closed a no-cost EMI financing partnership and built the Odisha franchise-expansion funnel

CreditMitra (Samcint Solutions Pvt. Ltd.) - Hyderabad, India

Digital Marketing Manager | Jun 2025 - Sep 2025

- Generated 1,000+ leads on a ₹1L/month budget across Meta & Google Ads
- Cut CAC 15x with WhatsApp & RCS automation; shipped 4 AI-assisted websites independently
- Revamped marketing operations end-to-end, built a small team in record time, with automated social workflows and SOPs for organic lead gen

Napses Technologies Private Limited - Bangalore, India

Senior Marketing Executive | May 2024 - Jun 2025

- Revamped the website, driving automated acquisition of a client worth \$200K+ at 200x ROAS
- Cut mobile CAC 10x with Meta Ads and drove 1,500+ organic installs across 4 apps in 4 months
- Planned & executed GTM strategies for SaaS/mobile apps (launched within a month); grew 200+ qualified app users organically via Instagram Reels

bitWise Academy India Private Limited - Coimbatore, India

Senior Marketing Specialist | Jan 2023 - Apr 2024

- Revamped 40+ landing pages for SEO and funnel optimization
- Built a webinar system that drew thousands of participants; trained 15+ IIT-Madras interns
- Led B2B marketing setup to attract corporate clients, bridging marketing and product teams

StoreApps Technologies Private Limited - Mumbai, India

Growth Marketer | Jan 2022 - Jan 2023

- Devised a growth strategy that stabilized WordPress plugin installs after a slump
- Led SEO planning and technical audits; defined quarterly OKRs with the product team to reduce churn
- Created and distributed content across blogs, Quora & social media, backed by competitive research

Cartrabbit Technologies Private Limited - Coimbatore, India

Digital Marketing Executive | Aug 2018 - Dec 2021

- Scaled SEO keywords from 1,000 to 3,800 and plugin installs from 20K to 70K - this SEO foundation still drove 70% of company revenue years later
- Led & mentored a 15+ member team across SEO, content, UI/UX and marketing; launched a SaaS product on AppSumo
- Drove B2B marketing and affiliate campaigns, and ran monthly SEO/CRO reporting using Hotjar insights

TECHNICAL TOOLS EXPERTISE

SEMrush, Moz, Ahrefs, Screaming Frog, Sitebulb, Google Search Console, Google Analytics 4, Looker Studio, Octoparse, Appfollow, Hotjar, Mailchimp, Canva, Figma, Captions.ai, ChatGPT, Codex, Claude, WordPress, WooCommerce, Shopify, Elementor, n8n, Zapier, Buffer, Easy Webinar, Brevo, Branch.io, Google Tag Manager, Hunter.io, Cloudflare DNS, WordTune, v0.dev, Google Firebase Studio, VS Code (Copilot), HuggingFace, Trello, Jira & Confluence, Google Workspace, Discord, Salesforce

CERTIFICATIONS

Google: Analytics 4, Ads Measurement, AI-Powered Shopping Ads, Ads Apps Certification

Meltwater: PR Agency Course, Influencer Marketing - Industry Specialist, Social Media Management (Advanced)

Databricks: Generative AI Fundamentals | Acadium: Soft Skills (Verified)

EDUCATION

- **Bachelor of Engineering (B.E.)** in Civil Engineering | Nellai College of Engineering, 2017
- **HSC - Higher Secondary Education** - Computer Science | Adwaith GNS Matric Hr Sec School, 2013

PERSONAL INFORMATION

LinkedIn: [linkedin.com/in/sathishluvsatz](https://www.linkedin.com/in/sathishluvsatz) | **WhatsApp:** wa.me/918883456821

Languages: English, Tamil | **Nationality:** Indian