



SUCHETH SHETTY

SENIOR GROWTH MARKETER

CONTACT

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Bangalore

suchethshettyportfolio.com

EDUCATION

2011-2015

Shirdi Sai Engineering College
Anekal, Bangalore

- BE in Computer Science
- GPA: 64.3

2010-2011

CBSE Kendra Vidyalaya Sanghathan

- 12th Standard
- 65%

2008 - 2009

CBSE Kendra Vidyalaya Sanghathan

- SSLC
- 75%

SKILLS

- Web analytics
- Google Ads / PPC
- Social Media Marketing
- SEO
- Email Marketing
- HTML & CSS
- Webflow
- Lead Generation
- Team Management

PROFILE

To seek a career which provides an environment for continuous learning, exposure to new technologies and innovative ideas where my skills would be utilized to the fullest potential, thereby achieving personal and professional growth along with the organization.

WORK EXPERIENCE

Vymo

2022 - PRESENT

Senior Growth Marketer

- Successfully ran various branding and lead generation campaigns for Vymo using Google Ads, including Search, Display, and YouTube video campaigns.
- Executed multiple branding and lead generation campaigns on LinkedIn, leveraging Sponsored Content, Message Ads, and Lead Gen Forms.
- Constantly achieved quarterly pipeline (MQL) target in US, India & SEA regions via various inbound campaigns.
- Successfully designed and executed multiple Account-Based Marketing (ABM) campaigns, focusing on highly targeted, personalized outreach to key accounts.
- Collaborated closely with the web development and content teams to reduce the bounce rate from 76% to 28% by enhancing site structure, content relevancy, and user experience.
- Additionally, regularly analyzed heatmaps and user behavior data to identify bottlenecks, implementing changes that significantly improved conversion rates and overall website engagement.
- Secured Vymo's inclusion in multiple top industry blogs to boost domain authority and drive referral traffic.
- Ensured Vymo consistently ranked for high-intent keywords, enhancing organic visibility and attracting qualified leads.
- Successfully migrated the website from getvymo.com to vymo.com without effecting SEO rankings.
- Worked with clients and product team and received 160 new reviews on our G2 platform. This helped Vymo get recognized as Leaders in Financial CRM by G2 team.
- Received the "Raising The Bar" award for my performance in FY23 Q2 & Q3.

Learnyst Insight Private Limited

2020 - 2022

Digital Marketing Specialist

- Spearhead all digital marketing activities of the company through effective use of search engine marketing, search engine optimization & social media marketing.
- Generating quality leads from both paid & organic channels and ensuring optimal conversation rates.
- Generated INR 20 Million of revenue from paid ads across all channels by spending around INR 8 million in two years.
- Worked closely with sales & support team and increased the trail to paid users conversions from 0.25% to 3.10%
- Managed paid campaigns in google, youtube, facebook & Capterra.
- Created landing pages for various paid campaigns with Instapages & webflow.
- Successfully conducted weekly Q&A webinars & guest webinars.
- Created Email Campaigns for various trial & paid users & worked on various lead nurturing campaigns.
- Worked with sales team and created various video testimonials & case studies.
- Led & mentored a team of 4 members.
- Built, implemented and updated effective SEO strategies.

CERTIFICATIONS

- Google Ads Search Certification
- Google Analytics Individual Qualification
- SEMRush SEO Fundamentals Certification
- British Council CEFR C1
- Hubspot Inbound Marketing
- LinkedIn OMCA Certification

LANGUAGES

- English
- Hindi
- Tulu
- Kannada

BrightSword Technologies

2019 - 2020

Digital Marketing Executive

- Projects worked: www.brightsword.com, www.brightskool.com
- Spearhead all digital marketing activities of the company through the effective use of search engine optimization, search engine marketing and social media marketing.
- Develop and manage the strategic marketing goals for digital presence of the company.
- Generating quality leads from various online sources and ensuring optimal conversation rates.
- Getting the websites ranked for 10-15 competitive keywords in Google (Singapore), Bing(Singapore) and other similar search engines and thus drive traffic to the website.
- Coordinating with creative team on the development of banners, landing page design for various campaigns.
- Creation of contents for new web pages and blog articles.
- Regularly review and improve the websites for consistency , accuracy and quality of content.

Trawex Technologies

2017 - 2018

Digital Marketing Executive

- Projects worked: www.trawex.com, www.travelopro.com and www.rehleh.net
- Plan and execute all digital marketing including SEO/SEM, email and social media campaigns.
- 200+ keywords ranking in top 3 positions by end of 2018 in google for trawex.
- 30+ keywords ranking in top 3 positions in google by end of 2018 for travelopro
- Back link campaign: Article submission, Directory submission, Press release submission, blog optimization and submission, bookmarking submissions and classifieds submissions.
- Creating thousands of backlinks for multiple sites.
- Creating and posting videos on youtube,vimeo and other video platforms.