

SACHIN M SHIVEGOWDA

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Performance-driven Digital Marketing professional with 3 years of experience in SEM, SEO, SMM, and sales strategies. Proven success in managing and optimizing campaigns in SaaS and pharmaceutical sectors using tools like Google SEM, SA360, Ads Editor, and Zoho CRM. Adept at leveraging data-driven insights to deliver measurable results, with strong communication and analytical skills suited for fast-paced, technology-driven environments.

Experience

JANUARY 2023 – MAY 2024

Digital Marketing Executive | Sheshi Private Limited | SaaS Management Software | Bengaluru, India

- Led On-Page and Off-Page Seo (Meta Titles, Headers, Backlinks), Boosting Organic Traffic By 30%.
- Conducted Keyword Research Using Semrush and Optimized Content, Driving A 2,000+ Increase In Monthly Visitors.
- Managed And Optimized Google Ads and Meta Ads Campaigns, Increasing Lead Generation By 18%.
- Developed and executed SaaS-specific marketing strategies, enhancing brand visibility and qualified leads.
- Improved site architecture, speed, and mobile responsiveness, enhancing performance metrics.
- Collaborated with product, sales, and content teams, providing analytics insights to improve performance and conversion rates.

JULY 2022 – JANUARY 2023

Digital Marketing Intern (Part Time) | Masira Digital Marketing | Digital Marketing Agency | Bengaluru, India

- Implemented digital marketing strategies across email, social media, paid ads, and content marketing.
- Conducted keyword research and optimization to improve organic search rankings.
- Collaborated with design teams to create digital assets like banners and infographics.
- Performed market research and competitive analysis to identify trends and opportunities.
- Managed Google Ads campaigns and streamlined editing with Google Editor.

AUGUST 2021 – DECEMBER 2022

Research Associate | Jubilant Biosys Private Limited | Pharmaceutical company | Bengaluru, India

- Conducted Market Research to Identify Industry Trends, Customer Needs, And Competitive Landscape.
- Managed And Maintained Zoho CRM, Ensuring Accurate Customer Data and Improving Sales Tracking Efficiency.
- Supported The Sales Team by Generating Leads and Maintaining Client Relationships, Resulting in A 10% Growth in Customer Retention.
- Prepared And Presented Detailed Reports on Market Findings and Sales Performance for Clients, Improving Decision-Making for Sales Strategies.

Certificates and Training

- Inbound Marketing certificates (HubSpot Academy)
- SEO II (HubSpot Academy) in 2024
- Use Google Analytics for Your Business (Skill shop) in 2024
- Advance Digital Marketing courses (NIDM) in 2022
- Social media marketing certification in Udemy

- Google ads search certificate from skill shop in 2022

Education

SEPTEMBER 2024- PRESENT

- **Master's degree in digital marketing | University of Galway | Hike Leader**

AUGUST 2019- JULY 2021

- **Master's degree in chemistry | Reva University | Class Representative**

7.2 CGPA • Member of University social media team

Skills

- SEO
- Performance Marketing
- Social Media Ads
- Email Marketing
- LinkedIn Marketing
- Market Research
- Campaign Management
- Marketing Strategy & Analysis
- CRM
- Wix CMS

Digital Marketing Tools

- SEMrush
- Ahrefs
- Google Keyword Planner
- Uber suggests
- Google Search Console
- Facebook Ads Manager
- Canva
- Zoho CRM
- Figma
- Google Analytics
- LinkedIn Sales Navigator

Activities

- Trekking and exploring new places
- Traveling and experiencing different cultures
- Organizing treks
- Playing cricket and volleyball

References

- References available upon request