

# KASTURIRANGAN TM

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## SUMMARY

Growth Marketing Manager with a proven track record of increasing user engagement and driving sales growth through targeted, data-driven campaigns. Expertise in product-led growth strategies, SEO, social media, and market analysis. Proven ability to lead cross-functional teams, optimize budgets, and drive product adoption to achieve substantial business growth.

## EXPERIENCE

**Growth Manager**, 02/2024 - Current

**PrivateCircle**

- Analyzed customer data to identify opportunities for improvement in the user experience, product development, and marketing campaigns.
- Led the development and implementation of a product-led growth strategy that resulted in a 15% increase in user engagement
- Collaborated with cross-functional teams to develop innovative ways to increase customer acquisition and engagement.
- Created reports on KPIs to track progress against goals and objectives.
- Monitored industry trends and competitor activities to inform strategic decision making around product development and marketing efforts.
- Designed and executed A/B tests on product features and marketing campaigns to optimize conversion rates and improve key product metrics.
- Developed and implemented content strategies across multiple channels (blog, social media, email) to drive organic traffic, increase brand awareness, and support product adoption.
- Led brainstorming sessions with team members to generate creative ideas for driving customer loyalty.
- Coached junior team members on effective ways to implement growth tactics within their respective areas of responsibility.
- Conducted market research and reported on competitors.
- Coached, developed and motivated team to achieve revenue goals.
- Resolved customer complaints regarding sales and service.
- Supported sales team members to drive growth and development.
- Identified potential partnerships or collaborations that could lead to increased reach or visibility.

**SEO SPECIALIST**, 04/2023 - 02/2024

**PrivateCircle**

- Performed website audits to identify and rectify technical SEO errors (crawlability issues, broken links, etc.).
- Optimized website loading speed through image compression, caching, and code minification.
- Implemented mobile-responsive design to cater to Google's mobile-first indexing.
- Submitted sitemaps to search engines for enhanced indexing.
- Conducted comprehensive keyword research using tools like Ahrefs,

## SKILLS

### Technical Skills:

Google Analytics, Ahrefs, SEMrush, Screaming Frog, Zapier, HubSpot, Marketo, HTML/CSS, Adobe Creative Suite, Figma

### Marketing & PLG Skills:

Product-Led Growth, Growth Marketing, User Acquisition, Onboarding, Conversion Optimization, SEO, Social Media Marketing, Content Marketing, Email Marketing, A/B Testing, Data Analysis, Market Analysis

### Leadership & Soft Skills:

Team Leadership, Cross-functional Collaboration, Communication, Customer Service, Strategic Planning, Problem-Solving, Data-Driven Decision Making

## EDUCATION

**MASTER OF SCIENCE** : IT, 04/2016

**UNSW** - Sydney

**BACHELOR OF SCIENCE** : IS, 06/2012

**RGIT** - India

## CERTIFICATIONS

- GOOGLE PROFESSIONAL CERTIFICATE IN UI/UX, Coursera, 05/01/22, 01/31/23
- PROFESSIONAL CERTIFICATE IN DIGITAL MARKETING, Coursera, 01/01/21, 10/31/21
- PROFESSIONAL CERTIFICATE IN SOCIAL MEDIA MARKETING, Coursera, 12/01/21, 05/31/22

## WEBSITES, PORTFOLIOS, PROFILES

- [www.designbyktm.com](http://www.designbyktm.com)

## ACTIVITIES AND HONORS

Photography  
Painting

SEMrush, and Google Keyword Planner.

- Optimized website content, meta descriptions, and title tags for targeted keywords.
- Improved website structure and internal linking to enhance crawlability and user experience.
- Implemented schema markup to provide richer search engine results.
- Monitored website traffic, rankings, and conversions using Google Analytics and SEO tools.
- Analyzed data to identify key SEO performance indicators (KPIs) and track progress towards goals.
- Generated comprehensive reports to communicate SEO results to stakeholders.
- Conduct regular SEO audits of the company and its product websites.
- Implementing On-page SEO to optimize content by reworking older pages and updating title tags, meta descriptions, and captioning images to increase performance on SERP.
- Implemented strategies to reinforce blog pages to increase traffic by 11% in 3 months by creating a blog cluster after conducting keyword research and competitor analysis.
- Implemented a redesign of the homepages to increase traffic by 17% for the period of Jun-Aug, with the help of site heatmap and site audit, along with the competitive analysis reports.
- Constantly tracked and created reports of performances and derived inferences from optimizing traffic and conversions, including traffic analysis using GA4 and Ahrefs.
- Increase in organic traffic by 26%, due to improved keyword targeting and content optimization.
- Reduced website loading speed by 15%, leading to improved user experience and search engine ranking.
- Elimination of major technical errors, ensuring smooth indexing and crawling by search engines.
- Increase in mobile traffic by 22% through optimized, mobile-friendly design.
- Regular reporting of SEO performance metrics to stakeholders, ensuring transparency and accountability.

**SEO ANALYST**, 01/2022 - 12/2022

**BETSOL India** - Bangalore, India

- Analyzed website performance, including page speed and mobile responsiveness, to optimize user experience.
- Conducted keyword research to identify target keywords for optimization.
- Performed link building activities such as directory submission, article writing and submission, blog commenting and social bookmarking.
- Created reports on website performance metrics such as organic traffic growth and conversion rate trends.
- Maintained up-to-date knowledge of SEO industry trends and best practices.
- Reviewed existing content on the site to improve relevance for targeted keywords.
- Updated robots.txt files to ensure proper crawling of pages by search engines.
- Implemented 301 redirects when needed to preserve link equity from old pages or domains.
- Analyzed backlink profiles using Ahrefs or other backlink analysis tools.
- Provided optimization of web page titles, URLs, structured data, SEO copy editing and sitemaps.
- Devised strategies to correct SEO underperformance and resultantly increase traffic and visibility.

- Prepared and presented reports to update stakeholders about success of each strategy.
- Utilized graphic design software to prepare storyboards and mock-ups.

SEO EXECUTIVE, 05/2021 - 07/2022

YouthMonk

- Support Marketing team with Content Creation for Social Media
- Support Content creation team for blogs, website content and Social media content
- Support Graphics team with content for Posts on social media and website images and layouts using Canva and Figma
- Created and Maintained Email marketing platform - Mailchimp and increased engagement by 36%
- Created and Maintained Meta Business Suite
- Created and organized marketing strategies and plans
- Create and maintain profile on Google My Business
- Coordinated with marketing team to run ads on 2 separate campaigns generating over 300K reach with a combined budget of ₹1,500
- Produced content for websites and social media channels to enhance brand visibility
- Thrived in fast-paced environment with energy and enthusiasm
- Demonstrated consistent hard work and dedication to achieve results and improve operations
- Trained and mentored employees to maximise team performance
- Set up and monitored social media profiles and created a roadmap and content strategy and tracked using HubSpot
- Set up and ran campaigns on Sales Navigator to find potential customers and potential partners for the organisation
- Setting up and deploying an internal link-building roadmap to enhance user journey and increase conversions
- Brainstormed content marketing strategies to boost brand awareness, generate leads and increase sales
- Researched competitor websites, identifying opportunities to improve company website performance
- India (Remote)

LANGUAGES

Native Language, Fluent, Fluent, Fluent, Novice

LANGUAGES

English: First Language

<b>Tamil:</b>	C2	<b>Hindi:</b>	A1
<div><div></div></div>		<div><div></div></div>	
Proficient (C2)		Beginner	
<b>Japanese:</b>	B1	<b>French:</b>	A1
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Intermediate (B1)		Beginner (A1)	