

ANOOP K A

Digital Marketing Executive | Automotive | SEO | CRM | Content Strategy

Dublin 15, Ireland

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PROFESSIONAL SUMMARY

Results-driven Digital Marketing Executive with over 6 years of experience in the automotive industry, specializing in website management, SEO, CRM campaigns, and data-driven marketing strategies. Proven record of boosting engagement by 48%, increasing qualified leads by 25%, and improving conversion rates through optimized digital channels. Skilled in coordinating with OEMs, dealer networks, and creative agencies to ensure brand consistency and seamless customer journeys. Passionate about automotive innovation, digital performance, and storytelling that connects audiences with the brand.

KEY SKILLS

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| <ul style="list-style-type: none">• Website & CMS Management (WordPress, Dealer Portals)• SEO & Landing Page Optimization• CRM & Email Marketing (HubSpot, Mailchimp)• Google Analytics (GA4) & Performance Reporting• Social Media Strategy (Meta, TikTok, LinkedIn) | <ul style="list-style-type: none">• Lead Generation & Campaign Optimization• GDPR Compliance & Database Management• Automotive Brand Marketing• Content Creation & Video Production• Dealer Network Collaboration | <ul style="list-style-type: none">• Adobe Creative Suite & Canva |
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PROFESSIONAL EXPERIENCE

HARRIS GROUP | Dublin 12, Ireland

Marketing Manager | January 2025–May 2025

- Directed digital campaigns and CRM communication for multiple automotive brands, achieving a 35% increase in website lead conversions.
- Managed content, SEO, and Google Analytics performance for brand and dealer sites.
- Delivered 48% engagement growth and 393 new followers in a 4-week social media campaign.
- Produced video content and co-branded marketing materials aligned with OEM guidelines.
- Collaborated with dealers to ensure consistent brand messaging and campaign delivery.

SETANTA VEHICLE SALES | Ballycoolin, Dublin 15

Marketing Executive | July 2023–July 2024

- Drove integrated marketing campaigns that generated a 25% increase in inbound leads.
- Maintained and updated dealer website content and digital assets in line with brand tone.
- Coordinated CRM workflows and email campaigns improving customer retention by 18%.
- Created Google Analytics dashboards and reports to optimize performance KPIs.
- Supported dealer events, social promotions, and trade show marketing initiatives.

JOB PREPPED | Dublin, Ireland (Remote)

Digital Marketing Associate | November 2022–July 2023

- Managed CRM and automated email workflows, achieving a 30% higher click-through rate.
- Conducted performance analysis and digital audits to improve funnel efficiency.
- Produced monthly campaign reports with actionable insights for cross-channel optimization.

INNOVATIVE BUSINESS SOLUTIONS | Dublin, Ireland

Digital Marketing Executive (Remote) | November 2020–January, 2023

- Optimized Google Ads and SEO, increasing organic sessions by 35%.
- Reduced ad spend by 22% through bid management and keyword optimization.
- Updated web content, product pages, and user journeys for enhanced conversion.
- Supported CRM integration and maintained GDPR-compliant mailing lists.

ONE SEVEN CREATIVE SOLUTIONS | New Delhi, India

Digital Marketing Executive | November 2018–September, 2020

- Executed multi-platform campaigns for B2C automotive and lifestyle clients.
- Created engaging ad creatives and social videos, increasing client leads by 20%.
- Collaborated with agencies and influencers to deliver cross-channel visibility.
- Led digital strategy and social media for multiple B2C clients in retail and lifestyle sectors.
- Improved client lead conversions by 20% with strategic ad targeting.

EDUCATION

DUBLIN BUSINESS SCHOOL (MSc in Digital Marketing)

October 2020–September, 2021

- Relevant Modules: Strategic Digital Marketing, Data & Digital Marketing Analytics, Digital Advertising, SEO, Inbound Marketing

ANNA UNIVERSITY, SSKCET

2009–2012

- Bachelor's Degree in Engineering (Electronics and Communication Engineering), India

Focus: Analytical Problem-Solving and technical skills applied to data-driven marketing solutions

CERTIFICATIONS

- Licensed Digital Marketing Master™ – IIDM (SEO, Content Marketing, Social Media Marketing, Google Analytics, Display Advertising, Digital Strategy)
- Google Ads Certification, Google Analytics (GA4) Certification, SEMrush SEO Toolkit Certification, HubSpot Email Marketing Certification, Advanced Social Media Marketing Strategies (Udemy), Klaviyo Academy (Email Campaigns & Flows – In Progress)

TECHNICAL SKILLS

Google Ads, Meta Ads Manager, GA4, HubSpot, Mailchimp, WordPress, Canva, Adobe Creative Suite, Microsoft Office, SEMrush, SharePoint, Trello, CapCut

ADDITIONAL

DETAILS

- Available Immediately | Based in Dublin | Full Irish Work Eligibility
- Actively pursuing Full Clean Driving Licence
- Passionate about EV innovation and the Leapmotor brand vision

