



CONTACT ME AT

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SKILLS SUMMARY

- Digital marketing
- Ads marketing
- Social media marketing
- AI + Marketing (R&D in progress)
- Market analysis
- Paid & organic lead gen strategies
- Project management
- Team management
- Design knowledge (PSD, Ai & Figma)
- Concepts of UI & UX Design

LICENSES & CERTIFICATIONS

 Fundamentals of digital marketing - Google issued Jul 2020
Credential ID 4YL KLM QE9

 Graphics & Web design Course (2016-2018) from Arena Animation Jayanagar, Bangalore

EDUCATION

2010-2014 - B-Tech Computer Science,
Monad University

SOFTWARES & TOOLS

Google Ads, Facebook Ads
Photoshop, Illustrator, Figma, Canva,
Tableau and Excel

LANGUAGES KNOWN

English (Read, Write, Speak)
Kannada, Tamil (Speak)
Hindi (Read, Speak)
Malayalam (Native)

VARUN RAJ

PROFILE

I am a dedicated Marketing Specialist with over 6+ years of experience, recognized for my decisive and hardworking approach. I excel at developing creative strategies, brainstorming innovative ideas, and leveraging my expertise in graphic design, customer relationship management, and project management to drive successful marketing initiatives.

WORK EXPERIENCE

Associate marketing manag, IN Devices marketing

Amazon, Bangalore, October 2021 - November 2024

- Managing merchandising for Homepage (Amazon Devices).
- Brainstorming on Homepage campaign planning & execution, experimentation, reporting, managing tier 1 and 2 events & HVEs.
- Creating customer targeted segments based on targeted criteria & learning new tools.
- Deep diving and understanding marketing channels to develop and implement strategies that enhance performance and align with business goals.
- Leading OBT ML based targeting workstreams.

Internet Marketer

Amahop Technologies Pvt.ltd | Product : FareFirst | Mangalore

December 2018 - October 2021

- Maximized advertising efforts by developing content for media relations, corporate communications and social media posts.
- Planned and executed events and marketing programs. Coordinated with social media, public relations and other teams to execute product introductions.
- Adapted marketing plans to specific audiences based on researches.
- Analysed and tracked key metrics of marketing operations and developed spreadsheets and data models.
- Collaborated with the product development team to effectively modernize and update promotions.
- Collected user data using various research methods to broaden results and optimize marketing strategies.
- Managed full-cycle marketing and advertising strategies including estimating costs, managing resource allocation and adjusting production schedules.

Analyst Technology

Nuvo Logistics Pvt. ltd | Product: Peppertap.com | Bangalore

December 2015 - February 2016

- Offered insight into standard methodologies and common obstacles faced by competing companies, based on experiences with past clients and third-party research.
- Assessed business requirements and recommended technical products and solutions to meet needs.
- Designed and maintained consistent data collection protocols and standards across numerous tools and projects.
- Cultivated professional working relationships with internal personnel, vendors and suppliers.

Analyst Technology

Jiffstore Software Labs Pvt.ltd | Bangalore December 2014 -

November 2015

- Studied business functions, collecting information and evaluating requirements to establish operational objectives.
- Supported technology design, testing and execution by providing research-based product and process knowledge.
- Hyperlocal digital marketing and SMS campaign.
- Assisted with deployment issues by clarifying user questions and identifying problems, deconstructing into consumable sections and troubleshooting issues.
- Led catalogue department activities to enhance overall operations performance.
- Provided technical and functional recommendations based on project requirements.
- Analyzed research trends, developing call-to-action plans to improve IT service effectiveness.
- Collaborated closely with upper management to drive strategy through development and implementation of new processes.