

ATHEETH BELAGODE

BRAND AND MARKETING PROFESSIONAL

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Galway

CAREER OBJECTIVE

As an organized and creative professional, I seek a role that not only leverages my engineering foundation and four years of digital and traditional marketing experience but also fosters continuous growth—aligning seamlessly with organizations committed to delivering excellent customer experiences and brand impact. Building on my collaborations with brands such as GSWF, Wrapstyle, 9th Gear, BabySutra, and O'be, I bring a proven blend of analytical insight and creative problem-solving essential for developing impactful marketing strategies. This synergy enables me to contribute significantly to broader business and brand goals while furthering both organizational and personal development.

EDUCATION

- **MSc. Marketing Management**
University of Galway, Galway. – 2024
- **Bachelor of Engineering [Mechanical]**
Dayananda Sagar College of Engineering, Bengaluru. – 2019

WORK EXPERIENCE

Senior Digital Marketing Executive | January 2023 – October 2024

Truetiv Marketing.

- Managed accounts, strategized online campaigns, ran paid campaigns, and oversaw graphic and video teams to create branding and promotional content of 10+ clients.
- Handled the accounts of GSWF - A premium PPF company present in 44 countries, and its national subsidiaries.
 - Collaborated with the regional teams and auto detailers to generate branding collaterals for the local markets in line with the company branding.
- Developed and executed integrated marketing campaigns across digital, ads, events, and PR.
- Oversaw photoshoots, design of 3D graphics, videos, and statics for social media, promotions, sales-marketing collaterals, in-store displays for auto-detailers worldwide, trade shows such as SEMA, Wrapfest, ensuring brand consistency.
- Developed and managed integrated content calendars and multi-channel campaign plans for all clients, ensuring consistent messaging and timely rollouts.
- Implemented paid social media campaigns on Meta, TikTok, and YouTube across India for all the clients. With our innovative targeting resulting in the achievement of the highest monthly sales for GSWF from May 2024.
- Monitored and evaluated campaign performances (CPC, CPL, CAC), customer perceptions and satisfaction across channels, providing regular analytics reports and actionable insights to clients that guided marketing strategies and product/service decisions.
- Managed B2B customer relationships on behalf of clients for marketing and strategic planning.

Business Development and Client Relationship Specialist | September 2022 - December 2022
BrandFame Digital.

- Developed business opportunities by targeting startups in need of innovative marketing.
- Generated leads through networking, cold calling, email campaigns, events, and partnerships.
- Crafted and delivered compelling service presentations and customized marketing proposals tailored to client needs, handled negotiations and closed deals.
- Supported client retention, engagement strategies and built meaningful connections beyond business goals. Prepared and presented monthly marketing reports to clients.

Brand and Marketing Executive | March 2022 – November 2022
BabySutra.

- Assisted the Brand Manager in creating effective ATL and BTL marketing campaigns for customer acquisition and retention.
- Overviewed and coordinated with external agencies and freelancers for content creation.
- Optimized audience targeting in lead generation campaigns and improved lead conversions by 30%.
- Executed brand and hyper-local influencer collaborations and helped generate user content for customers which increased the word-of-mouth significantly.
- Organized events at Flea markets, schools, and communities.

Marketing "Ninja" | February 2022
O' be Cocktails.

- Handled collaborations with Influencers, Brands, and Event organizers to sponsor pages, and events to increase brand awareness and generate content for promotions.
- Started the organization of events such as Sip N Paint, Open Air movie night in theme with O'be.
- Planned and executed promotions at off-licences every weekend.

Digital Marketing Executive | Aug 2020 – Nov 2021
Bizadmark LLC, Brooklyn.

- Worked on On-Page and Off-Page SEO for the company and clients.
- Researched topics, audience, industry and wrote insightful blogs.
- Designed social media posts, memes for promotion, and thumbnails for YouTube.
- Websites auditing, keyword research, link building,

ADDITIONAL EXPERIENCE

Part-time Social Media Executive – Magnitu Digital, Tuam. (Aug 2024 – Oct 2024)

Part-time Crew Member – McDonald's, Galway. (Dec 2024 – Present)

Founder & Events Manager – Altered Music Community. (Dec 2019 – May 2022)

Summer Intern – B.E.M.L [Ministry of Defence] (June 2017 – Aug 2017)

SKILLS

- Website/SEO – CMS (WordPress & Wix), Keyword Planner, Google Analytics & Trends, SEMRUSH.
- Social Media – Management, content creation, advertising, trend monitoring.
- Content Creation – Adobe Photoshop, DaVinci Resolve, CANVA.
- CRM – HubSpot, "Google Sheets".