

SUMANTH MANJUNATH

Marketing and Corporate Communications Leader

DETAILS

Bengaluru, India, 235 Nisarga 4th Cross Balajinagar near Narayana E-Techno School, 560056

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WEBSITES AND SOCIAL LINKS

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SUMMARY

Marketing and Corporate Communications leader with 8+ years' experience delivering integrated brand strategy, PR, media relations, and digital campaigns. Proven record of improving brand visibility (40% increase), driving social engagement (+55%), securing media placements and strengthening online reputation through ORM (25% sentiment improvement). Experienced in leading small creative teams (5-6 direct collaborators), managing budgets from 12 lakh to 3 Crore, building senior management dashboards, and applying AI/LLMs for content ideation and automation.

EXPERIENCE

Assistant Manager - Brand Marketing Corporate Communications, Jindal Aluminium Limited,

JUN 2022

Designed and executed multi-channel brand campaigns (digital, print, events) that improved measured brand visibility by 40% within 12 months. Restructured social content and optimized paid/organic mix to increase engagement by 55% across LinkedIn, Instagram and Facebook. Coordinated media and PR outreach to secure 15-20 placements; improved online sentiment score by 25% and reduced ORM response time from 24+ hrs to 6-8 hrs. Directed content and design coordination for 5-6 team members, collaborating with 6-8 cross-functional departments to deliver improved project outcomes and streamlined workflows. Managed marketing budgets ranging from 12-20 lakh p.a. for digital campaigns and coordinated exhibitions/events budgets of 2-3 Crore with HOD oversight. Built MIS and performance dashboards for senior management to enable data driven planning and campaign optimization.

Digital Marketing & Corporate Communication, Jindal Naturecure Institute,

OCT 2020 – JUN 2022

Implemented integrated marketing and content strategies that increased patient engagement by 35% and grew organic website traffic by 45% YoY. Improved lead conversion by 20% through targeted regional campaigns and landing page optimization. Expanded institutional visibility across 8-10 regions using regional PR, social campaigns, and partner initiatives. Secured 10-12 press placements

during major health/wellness initiatives, increasing regional and digital reach. Managed annual digital creative budgets of 6-10 lakh and coordinated campaign execution with doctors, designers, and admin teams.

Digital Marketing Executive, Zerozilla Technologies,

OCT 2017 – OCT 2020

Managed multi-channel campaigns that increased client lead generation by 30% and organic traffic by 40% via SEO and paid search optimization. Achieved approximately 50% follower growth and increased social engagement for client accounts, resulting in a 15-20% improvement in conversion rates over six months. Managed client ad budgets of 50,000 - 5,00,000 per month; optimized campaigns to reduce CPL, with a real estate client CPL reduced by ~25%. Executed SEO strategies for a healthcare client by moving 8-10 treatment keywords into top 10 rankings through on-page improvements and content strategy. Prepared numerous campaign reports and provided strategic recommendations, collaborating with design and development teams to achieve client KPIs and deliver measurable results.

Accounts Officer, Honda Motorcycle Scooter India Pvt. Ltd.,

APR 2016 – APR 2017

Managed daily accounting operations, reconciliations, and MIS reporting to support business operations and audits. Reduced outstanding collections by 18-22% over six months through process improvements and vendor coordination. Improved documentation accuracy, reducing discrepancies by 30%; coordinated audits with zero non compliance findings.

EDUCATION

Bachelor of Commerce (B.Com.), Accounting Finance, Christ University, Bangalore

2012 – 2015

PUC, Commerce, , Sri Satya Sai Loka Seva PU College,

2010 – 2012

High School, , New Bombay High School,

2000 – 2010

SKILLS

Brand Strategy	Corporate Communications PR
Reputation Management / ORM	Digital Marketing (SEO / SEM)
Paid Social (Meta / LinkedIn)	Content Strategy Editorial
Campaign Budgeting Vendor Management	Google Analytics (Intermediate)
Google Ads (Intermediate)	LinkedIn Campaign Manager
SEMrush / Ahrefs (basic)	WordPress

Excel PowerPoint (Advanced)

AI/LLM assisted content workflows

LANGUAGES

English

Kannada

Power BI (Basic)

Hindi

Marathi