

SUDARMANI ULAGANATHAN

DIGITAL MARKETING & BUSINESS GROWTH MANAGER

AI-ENABLED DIGITAL TRANSFORMATION | AUTOMATION | SEO | PAID MEDIA | LEAD GENERATION

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PROFESSIONAL SUMMARY

Digital Marketing and Business Growth professional with 8+ years of overall experience, including more than six years in the UAE, delivering brand launches, digital platforms and growth initiatives from concept to lead generation. Experienced in establishing complete marketing foundations for new businesses, including brand identity, websites, domains, business email, Google Business Profiles, social media, content, SEO and paid advertising. Applies AI-assisted tools, automation and performance data to improve marketing workflows, campaign planning, content production, reporting and customer engagement. Combines hands-on marketing execution, web technology, creative coordination and stakeholder management to support practical digital transformation and sustainable business growth.

CORE COMPETENCIES

Digital Marketing | Business Growth | AI-Enabled Digital Transformation | Marketing Automation | Brand Setup & Positioning | Lead Generation | Website Development & CMS | SEO | Google Ads | Meta Ads | Social Media Marketing | Google Business Profile | Content Strategy | Campaign Analytics | Email Marketing | Digital Workflow Improvement | Corporate Presentations & Proposals | Vendor & Stakeholder Coordination | Project Management | AI-Assisted Marketing

PROFESSIONAL EXPERIENCE

IT Manager & Digital Marketing Lead | Turjman Information Technology / Turjman Group, Dubai | Feb 2021 - Present

- Lead end-to-end digital marketing, web, branding and technology initiatives for the company and multiple business projects across the UAE.
- Build brand ecosystems from scratch, including naming support, visual identity, websites, domains, business email, social profiles, Google Business Profiles and launch campaigns.
- Plan and execute SEO, Google Ads, paid social, content calendars and local marketing initiatives to generate enquiries, strengthen visibility and support business growth.
- Develop and optimize responsive websites using WordPress and other CMS platforms, managing content, landing pages, analytics, technical SEO, security and performance.
- Apply AI-assisted tools to marketing research, content development, campaign ideation, creative production and workflow improvement.
- Improve digital processes by connecting websites, enquiry channels, Google profiles, social platforms, analytics and customer communication touchpoints.
- Design and coordinate company profiles, presentations, proposals, social posts, reels, promotional videos, email campaigns and branch marketing materials while maintaining brand consistency.
- Monitor traffic, search visibility, campaign performance, engagement and lead quality, using insights to refine targeting, content and advertising spend.
- Coordinate with management, branch teams, clients, designers, developers, photographers, videographers, printers and external vendors to deliver projects on time.

Marketing Coordinator | Northern Engineering Surveys L.L.C., Dubai | Mar 2020 - Jan 2021

- Supported digital marketing, business development and client engagement activities for engineering and surveying services.
- Prepared company profiles, technical proposals, quotations, presentations and client-facing documents aligned with corporate standards.
- Managed project schedules, marketing documentation, reporting and follow-ups while coordinating with management, engineering teams and clients.
- Assisted with website content, social media communication, lead follow-up and promotional activities to strengthen market visibility.

Design & Technical Support | Shree Venus Energy System Pvt. Ltd., India | Dec 2017 - Dec 2019

- Coordinated design, technical documentation, client support and project delivery across engineering and commercial teams.
- Prepared design mock-ups, specifications, presentations, cost projections and customer-facing materials for technical projects.
- Supervised engineers and designers, tracked deliverables and resolved technical issues through project completion.

DIGITAL TRANSFORMATION & BUSINESS GROWTH CAPABILITIES

- Digital Business Launch: Establish digital foundations covering brand identity, websites, domains, business email, social platforms, Google Business Profiles and launch campaigns.
- AI-Assisted Marketing: Use generative AI tools to support research, campaign concepts, content planning, creative development and marketing productivity.
- Workflow Improvement: Review repetitive marketing activities and introduce structured digital processes, automation opportunities and connected customer touchpoints.
- Lead Generation: Develop conversion-focused landing pages, local SEO, paid campaigns and enquiry channels that support business opportunities.
- Multi-Channel Marketing: Coordinate consistent campaigns across websites, Google Search, social media, email, WhatsApp, video and offline collateral.
- Performance Optimization: Monitor traffic, keyword visibility, engagement, enquiries and campaign results to guide continuous improvement.

SELECTED WEBSITE PROJECTS

ADMS Dubai | VCare Middle East | TawasolPro | Forever Gift Creations | Turjman Online | Formal.ae | Rigtrust International | TASMEEMUP | MATAGER SY

Portfolio: sudarvds.com

TOOLS & PLATFORMS

Marketing & Analytics: Google Ads, Google Analytics, Google Business Profile, Meta Business Suite, Google Search Console, SEO tools, email marketing and campaign reporting

Web & Creative: WordPress, SITE123, CMS platforms, Canva, Website builders, Graphic design and Video editing tools

Automation & AI: Generative AI tools, AI-assisted content workflows, workflow improvement, and foundational Python and machine learning

Business & Collaboration: Microsoft PowerPoint, Excel, Word, Google Workspace, project coordination, vendor management and stakeholder communication

EDUCATION

Bachelor of Engineering - Robotics & Automation Engineering | PSG College of Technology, Coimbatore, India | 2013-2017 | First Class, 75%

CERTIFICATIONS & PROFESSIONAL DEVELOPMENT

- Artificial Intelligence & Applied Generative AI - 90 Hours, Learners Point Academy, Dubai, KHDA Attested, February 2026
- Professional Development: SEO, Digital Marketing, Python for Data Analysis and Machine Learning
- Applied Learning Projects: AI-assisted content workflows, data analysis, predictive modelling and natural language processing

LANGUAGES

English - Fluent | Tamil - Native | Hindi - Conversational

ADDITIONAL INFORMATION

Availability: 30-day notice period | Location: Dubai, UAE | Valid UAE Driving Licence