# BHARATH V

## GROWTH MARKETING MANAGER

Chennai, India | connect@bharathv.me | www.bharathv.me

### PROFESSIONAL SUMMARY

Growth marketing professional with 4+ years of experience building acquisition, CRM, content and AI-enabled marketing systems in high-ticket secured lending. Currently leading growth initiatives across six core areas—strategy, leadership, paid media, content, analytics/CRM, and AI/automation—supporting a **₹576 Cr annual loan-disbursement objective**. Hands-on with Meta Ads, LinkedIn Ads, CRM architecture, customer-led content and full-funnel marketing-to-sales execution, with working exposure to Google Ads.

### CORE COMPETENCIES

Growth Strategy | Full-Funnel Acquisition | Leadership | Paid Media | Content & Organic Growth | CRM & Marketing Analytics | AI & LLM Workflows | B2B Demand Generation | Stakeholder Management | Marketing Operations

### PROFESSIONAL EXPERIENCE

**IBSFINCORP** | Digital Marketing Manager | Senior Digital Marketing Executive | Digital Marketing Executive | May 2023 – Present

- Progressed through 3 roles within a Corporate DSA focused on high-ticket secured lending; currently own digital growth strategy and execution across acquisition, CRM, content, analytics and AI-enabled marketing.
- Work directly with founders and senior stakeholders to translate business priorities into growth plans supporting a ₹576 Cr annual loan-disbursement objective.
- Manage Meta Ads and LinkedIn Ads across creative strategy, audience segmentation, lead generation, prospecting and retargeting; build the operating foundation for Google Search and YouTube acquisition.
- Own the marketing-to-sales operating flow from lead capture and source attribution through qualification, relationship-manager handoff, login, sanction and disbursement.
- Coordinate external vendors and cross-functional stakeholders across content, CRM, technology and cybersecurity; support hiring, vendor selection, onboarding and training.

**Hostzop Cloud Services Pvt. Ltd.** | Digital Marketing Executive | Mar 2022 – Dec 2022

- Executed digital marketing activities across content, campaign coordination and acquisition initiatives.

**Green Chip Technologies** | Hardware & System Engineer | Dec 2020 – Jan 2022

- Handled component-level troubleshooting and system rework while coordinating technical project execution and structured problem-solving.

### KEY ACCOMPLISHMENTS & INITIATIVES

#### 01 | STRATEGY & GROWTH

Built the growth framework around a ₹576 Cr annual disbursement objective, connecting acquisition, website/landing-page strategy, CRM, content, sales alignment and channel development into one full-funnel operating model. Worked closely with the web-development team to shape the company website and landing-page infrastructure from scratch.

#### 02 | LEADERSHIP, HIRING & VENDOR MANAGEMENT

Owned people and partner execution across hiring, talent identification, vendor selection, onboarding, coordination and training. Coordinated external partners across 4+ functional areas—including content, CRM, technology and cybersecurity—and translated complex requirements into simple SOPs and execution plans for stakeholders.

#### 03 | PAID MEDIA — QUANTIFIED ACQUISITION

FY 2025–26: invested ₹11.35L across Meta and LinkedIn Ads, supporting ₹80 Cr in loan disbursement. At a 1.1% payout rate, this represents ₹88L in payout/revenue equivalent and a 7.75× return on ad spend.

### 04 | CONTENT, CUSTOMER TESTIMONIALS & ORGANIC GROWTH

Personally interviewed and oversaw 20+ customer testimonial shoots, turning customer experiences into trust-led video assets across B2B segments including manufacturing, trading, wholesale, education and professional services. Built bharathbtm into a 100K+ cumulative audience across followers/subscribers through content spanning AI, automation, communication, productivity, health and self-development.

### 05 | CRM, FUNNEL & ANALYTICS

Transformed lead operations from Google Sheets into a structured CRM architecture built around business requirements, with ~22 lead-to-disbursement statuses across a process involving ~7 departments. Structured integrations, lead routing and stage visibility toward 100% CRM lead visibility; built platform-level AI analytics dashboards for Meta, LinkedIn, Google Ads, WhatsApp and email automation plus a consolidated dashboard for cross-channel conversion and ratio analysis.

### 06 | AI, AUTOMATION & GROWTH MARKETING

Applied GPT, Gemini, Claude and NotebookLM across research, content, analysis and marketing operations. Contributed to an LLM-enabled WhatsApp API workflow that interprets customer queries and generates contextual responses, including model training/refinement. Built AI-assisted data and reporting workflows to accelerate marketing analysis and investment decisions.

## KEY PROJECTS

- Marketing-to-Sales Funnel Architecture — Ad → CRM → Qualification → RM Handoff → Login → Sanction → Disbursement.
- CRM Transformation & AI Analytics — Google Sheets → ~22-stage CRM → platform dashboards → consolidated decision dashboard.
- AI-Enabled WhatsApp Conversation Workflow — LLM-based customer-query understanding and response generation via WhatsApp API.
- Customer Testimonial Content Engine — 20+ B2B customer interviews/shoots converted into trust-led video assets.
- bharathbtm Content Growth — 100K+ cumulative followers/subscribers across personal-development and technology content.

## TECHNICAL SKILLS

**Paid Media:** Meta Ads, LinkedIn Ads, Google Ads
**CRM & Analytics:** TeleCRM, DSA Sathi, Zoho, Looker Studio, UTM Tracking, Funnel Analytics
**AI & LLM:** GPT, Gemini, Claude, NotebookLM, Generative AI, Prompt Engineering, LLM Workflows
**Execution & Operations:** Asana, Toggl Track, Notion, Google Workspace, Vendor & Creative Coordination

## EDUCATION

**Aalim Muhammed Salegh College of Engineering** | B.E. — Electrical, Electronics and Communications Engineering | Jun 2017 – Jul 2021 | Grade: 7.84