

GANESH D ADEPU

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EDUCATION

2022-2023	Imperial College London <i>MSc Strategic Marketing – Upper Merit</i> <i>Core modules: Brand Management, Digital Marketing, Customer Analytics</i>	London, UK
2022-2023	H.R. College of Commerce & Economics <i>Bachelor of Management Studies (BMS) – CGPA 9.23/10</i> <i>Core modules: Consumer Behaviour, Service Marketing, Emerging Marketing Channels</i>	Mumbai, India

WORK EXPERIENCE

Nov'23 – Present	Addressable Strategy Account Executive, Kinesso (IPG) <u>Clients: Saudi Aramco</u> <ul style="list-style-type: none">Led campaign management for Aramco, including media planning and strategic campaign analysisDeveloped performance dashboards to closely monitor KPIs, enhancing ad delivery by 30%Collaborated with wider teams and premium media partners to optimise campaign performance	London, UK
Jun'23 – Oct'23	Marketing Consultant, Learnisa <u>Clients: Learnisa Enterprise</u> <ul style="list-style-type: none">Strategised and implemented social media marketing campaigns, ensuring customer acquisitionFormulated financial forecasts and return on marketing investments for digital campaignsLed the email and influencer marketing channels, generating 20% growth in leads over 3 months	London, UK
Dec'21 – Apr'22	Client Servicing Intern, Grey Group (WPP) <u>Clients: Kinder Joy, Volini, Weikfield, FanCode</u> <ul style="list-style-type: none">Collaborated with creative and design teams for effective translation of client briefs to campaignsTracked campaign KPIs, curated client reports, analysing and optimising social media engagementFacilitated project coordination, ensuring seamless communication and timely execution of deliverables	Mumbai, India
Dec'20 – Mar'21	Web Designer, HD99 Solutions <u>Clients: Aptos, Beyond Red Ocean Consulting</u> <ul style="list-style-type: none">Led the Web Design division across clients from Consulting, Health, Coaching, and FMCG sectorsDesigned 10+ responsive & SEO-friendly websites while improving search rankings for the brandsDelivered website designs, mapped user journey and established re-contacts at crucial user touchpoints	Mumbai, India
Aug'16 – Nov'20	Founder – Web Designer, Crafto Web Design <u>Clients: Florian Spa, Sweat Fitness, Team Body Sculptors</u> <ul style="list-style-type: none">Designed & delivered over 40 websites for clients, coming from Beauty, Health, and Edtech industriesAcquired over 20 clients worldwide through effective negotiation skills and compelling client pitchesDemonstrated expertise in building SEO framework for websites, improving organic search rankings	Mumbai, India

SKILLS

Digital Media Planning – Programmatic Advertising – Marketing Strategy – Social Media Marketing – Brand Management – Content Writing – Data Analytics – Strategic Partnerships – Workflow Management – Public Speaking – Reporting Efficiency – Strategic Planning – Graphic Designing – Web Designing – Detail Oriented – Time Management – Presentation Skills

CERTIFICATIONS

Marketing Strategy, Uni of Edinburgh
Analyzing Data with Excel, IBM
Paid Search 101, IAB UK
Display & Video 360, Google
Google Ads – Search & Analytics, Google
Exercising Leadership, Harvard

PROJECTS

Digital Marketing Strategy, Swarovski
Brand Management, Jellycat
Content Marketing Strategy, Amul Foods
Consumer Behaviour, Ryan Reynolds
Entrepreneurial Strategy, WeHair
Research Paper, Dynamic Airline Pricing

AWARDS & LEADERSHIP

Award of Excellence, H.R. College
Founder & President, Economics Club of H.R. College
Vice-President, IT Club of H.R. College
School Merit List, Don Bosco High School
Graduation Volunteer, Imperial College London

LANGUAGES

English (IELTS – 8.5)
French
Hindi
Marathi
Telugu