



SUBHAG KIRANKUMAR

+91-8904786911

subhag92@gmail.com

<https://www.linkedin.com/in/subhagk>

<http://subhagk.com/>

SUMMARY

Marketer by profession, a storyteller at heart, with over nine years of impactful marketing strategies. Experience working with brands and agencies alike. I've managed annual budgets of ~30Cr+, a proven track record of improving ROAS from 2 to 12 and reducing overall CAC by 30%. I've demonstrated success in devising integrated marketing strategies, resulting in a 2x increase in daily online consultations through brand marketing. I'm a results-driven professional and proficient marketer with a solid foundation in communication, critical thinking, and problem-solving.

SKILLS

- Digital & Brand marketing
- AI First marketing & automation
- Performance Marketing (PPC / SEM)
- Search Engine Optimization (SEO)
- Social Media Marketing
- Demand Generation / Lead Gen
- Client Servicing
- Partnerships and Affiliate Marketing
- Web Analytics (GA, GSC)
- Mobile / App Attribution (Branch)
- Influencer Marketing
- Leadership and Team Building

EXPERIENCE

GROUP MANAGER (HEAD OF DIGITAL MARKETING), 02/2023 - 06/2025

MediBuddy

- Managed the Digital P&L and team at MediBuddy, leading Performance Marketing, SEO, Social Media Marketing, and Influencer Marketing.
- Led a five-member digital team. Responsible for managing scale, efficiency, and quality across the Digital team.
- Experience with N8N, AI tools (ChatGPT, Gemini, Napkin, Google AI Studio, etc.).
- Increased ROAS from 5 to 9 through SEM, while managing annual budgets of 10Cr+.
- Increased LinkedIn followers from 35k to 65k+ through regular posting, polls, AMAs, thought leadership articles, etc.
- Established process to decrease social escalations, achieving a 17% reduction.
- Scaled monthly SEO revenue by 2x, and grew monthly traffic by 2x.
- Set up revenue tracking for SEO, and I was responsible for solving attribution issues on Branch.
- Devised an integrated digital marketing campaign strategy and increased daily online doctor consultations by 2x in 9 months through purely brand campaigns.

FREELANCE CONSULTANT, 09/2022 - 02/2023

Catalysts Team

- Led Delivery & Growth projects for over 7 clients across multiple industries.
- Drove 3x reduction in CPT for a client in Appliances servicing industry
- Drove 1.5x increase in orders MoM for a client in the Food & Beverages industry.

ASSISTANT DIRECTOR - DIGITAL MARKETING, 02/2021 - 08/2022

Jigsaw Academy Education Pvt Ltd

- Led the digital strategy to drive business growth. Responsible for all things organic, performance, social, etc.
- Handled annual budgets upwards of 20Cr.
- Maintained CAC for our top programs at 20%, and delivering scale for a 125-batch.
- Drove 4x organic leads through changes in LPs and popups.
- Recommended new strategy for marketing automation and drip marketing, leading to a 5% increase in in-funnel engagement.
- Responsible for 5% of overall enrollments through referral campaigns.
- Reduced CAC to 55% for a new program by the second batch (6 months), and delivered leads for a 100-batch.
- Directly responsible for CAC optimization across programs and for reducing overall CAC by 30%.
- Led the data standardization project for CRM to streamline data flow and data readability.
- Streamlined and segmented new versus revisit logic that drove a 4% conversion rate from revisit traffic.

SENIOR DIGITAL MARKETING MANAGER, 10/2020 - 01/2021

Twin Health India Pvt Ltd

Managed Google Ads, SEO, partnerships, and affiliates generating leads at a CPL of 170, CAC of 9k.

DIGITAL MARKETING MANAGER, 10/2019 - 10/2020

Acko General Insurance

- Led performance campaigns on Facebook and other social platforms (TikTok, LinkedIn, etc.), cross-sell partnerships, and affiliate campaigns.
- Drove CTR improvement by 22% and increased leads by 12%, reducing CPL of new acquisition campaigns from INR 800 to INR 350.

DELIVERY UNIT HEAD, 10/2018 - 10/2019

Hiveminds Innovative Market Solutions Pvt Ltd

- Led agency deliverables for clients like RBL Bank and Marico (Set Wet category), driving digital communication, lead generation strategy, a special sales team, SEO strategy, and content marketing strategy.
- Achieved 10x in monthly billing from one client, and onboarded five new clients to drive an annual billing of 1Cr+.

MARKETING SPECIALIST, 10/2015 - 07/2017

Hiveminds Innovative Market Solutions Pvt Ltd

- Led digital marketing campaigns, SEO (search engine optimisation) activities & all other agency deliverables for clients like Licious, Teabox, Ziggy, Zoomcar etc.

EDUCATION

The University of Manchester, Manchester, United Kingdom, 12/2018

Master of Science: Marketing, International Marketing, Advertising & Communication, Digital Business

Visveswaraya Technological University (RNSIT), Bangalore, India, 08/2015

Bachelor of Engineering: Mechanical

CERTIFICATIONS

- Licenses & certifications Learn to Sell Anything by Grant Cardone - Udemy
- Deeply Practical Project Management - Udemy
- The Fundamentals of Digital Marketing - Google Digital Garage

LANGUAGES

English: First Language

Hindi:

C2

Proficient (C2)

Kannada:

A2

Elementary (A2)

REFERENCES

References available upon request.