

Sarath Muthu

Marketing Manager



Contact



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Dubai, UAE



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Education

Master of Business Administration

Anna University - India
2016 - 2018

B.E Mechanical Engineering

Hindustan University - India
2010 - 2014

Digital Skills

- Google Marketing Suite
(GTM, GSC, GBP, GA, Ads)
- Search Engine Optimization
- Social media management
- Designing (Canva)
- Video Editing
- Performance Marketing
- Blockchain & Cryptocurrency
- Regulation Awareness Content
- Creation NFT Marketplaces Paid
- Advertising Link Building
- Influencer marketing
- PR and Email Marketing



PROFILE

I'm a Marketing Manager with 9 years of hands-on experience in digital marketing, including SEO, SEM, PPC, content strategy, email marketing, Google Ads, and social media management. I specialize in developing ROI-driven campaigns that consistently exceed KPIs and deliver measurable business growth. Over the past 4 years, I've focused deeply on the crypto space—partnering with Web3, DeFi, blockchain, and NFT projects to drive community engagement, brand visibility, and market expansion. I combine data analytics with creative strategy to craft impactful campaigns that resonate with audiences and deliver lasting results.



WORK EXPERIENCE

Hanok International Real Estate

FEB 2025 - PRESENT

Marketing Manager

- Designed and implemented high-impact marketing strategies for Dubai's off-plan real estate projects—leveraging digital platforms (Google Ads, SEO, Meta, and LinkedIn) and offline activations (roadshows, expos, and broker events) to generate qualified investor leads and accelerate unit bookings.
- Spearheaded end-to-end launch marketing for new developments, including branding, content creation, media planning, CRM segmentation, sales funnel optimization, and lead nurturing—ensuring timely delivery and alignment with developer goals and market trends.
- Collaborated closely with sales and developer teams to produce compelling marketing assets such as brochures, floor plans, emailers, social media content, and 3D walkthroughs—maintaining RERA compliance and ensuring consistency across all channels to build trust and drive conversions.

CoinEdition- DUBAI (UAE)

AUG 2023 - FEB 2025

Senior Digital Marketer & Team Head

- Led SEO strategies for Coin Edition, increasing organic traffic from 60K to 1M monthly users within one year through targeted content and link-building strategies.
- Managed social media campaigns for 11+ crypto projects, generating over 40K monthly traffic and a 30% increase in engagement.
- Spearheaded the LAC NFTs project, achieving a 150% increase in engagement and a 40% boost in sales by targeting NFT enthusiasts through precision marketing campaigns.

Awards & Achievements

- Employee of the Month, TNC IT Solutions – February 2023.
- Best Employee of the Year, Raven Infotech – August 2018.
- Implemented SEO strategies to rank price analysis articles.



- Fundamentals of digital Marketing
- Crypto Wallet Security and Best Practices



- Digital Marketing, Outbound Marketing, Content marketing, NFTs (Non-Fungible Tokens) and their applications.

Skills

Language

- English (Fluent)
- Tamil (Fluent)

Scan to



View Portfolio



WORK EXPERIENCE

TNC GROUP - DUBAI (UAE)

DEC 2019 – AUG 2023

Senior Digital Marketer & SEO Specialist

- Managed SEO budgets, tracked ROI, and led 11+ projects including Barbie Girl, Platichero, Zentu, TNC, Meeky, Real Research & more.
- Conducted over 30 airdrop campaigns that reached 1 million users, resulting in a 25% increase in conversions and a 15% growth in user retention. Worked at Gera FMCG for an year as a Digital Marketer.

Raven Infotech, Chennai (INDIA)

MAY 2018 – APR 2019

SEO & SMO SPECIALIST

- Optimized client websites to enhance keyword targeting, URL strategies, and content architecture, resulting in improved SEO rankings. Researched content publications and worked closely with public relation staff to develop outreach campaigns.
- Maintained Google and Bing Webmaster Tools accounts and monitored for Crawling and indexing issues Provided detailed reporting and analyses on client website statistics and demographics using GA.
- Completed keyword research to target clients based on keywords targeting. Monitored the performance of ongoing marketing campaigns, performing A/B and multivariate testing and optimizing the campaigns to maximize conversions.

Sakthi Construction PVT LTD Chennai (INDIA)

OCT 2015 – APR 2018

Senior Digital Marketer & SEO Specialist

- Recommended changes to website architecture, content, and linking strategies to improve SEO rankings for target keywords.
- Managed SEO campaign expenses, estimated monthly costs, and reconciled discrepancies to maximize the budget.
- Enhanced organic search visibility and drove relevant site traffic independently 360-degree managed a holistic communication platform to effectively convey the message of the brand



KEY SKILLS

- CRM tools (Leadsquare, Hubspot)
- Ms office 365
- Adobe Photoshop Blockchain Explorer Crypto payment gateway.
- SOI (Scope of Improvement)
- ERP Maintenance
- WordPress, Excel sheet
- Marketing Strategy
- Competitors Analysis



References

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Coin Edition
CMO

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Hardik Patel

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MD & Founder

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