



SAM D. MATHEWS

PASSIONATE MARKETER

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SOCIAL MEDIA

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CERTIFICATIONS

- DIGITAL MARKETING
- SEARCH ADVERTISING
- DISPLAY ADVERTISING
- VIDEO ADVERTISING
- GOOGLE ANALYTICS

PROFILE

I'm a Marketer by heart with over 3 years of experience in **Marketing and Digital Marketing** having worked in Startups and Enterprises, working as an individual contributor and leading teams, which has given me a wide perspective.

WORK EXPERIENCE

AppBrowser (Mobile App)

DIGITAL MARKETING SPECIALIST | 2018 - Present

Systemantics India Pvt Ltd.

MARKETING LEAD & BUSINESS DEVELOPMENT | 2016 - 2018

StartTall Branding Solutions (Internship)

MARKETING LEAD | 2015 - 2016

EDUCATION

B. TECH, COMPUTER SCIENCE

PESIT BANGALORE SOUTH CAMPUS | 2012 - 2016

PGCT - DIGITAL MARKETING

MICA | 2018

SKILLS ACQUIRED

Marketing/Business Development

Mobile App Marketing, Paid Marketing, Social Media, SEO, Content Marketing, Lead Generation

SEO

On page & Off-Page SEO Techniques

SEM / Adwords

Text Ads, Image, Video Ads, App Campaigns, Bidding Strategies, Bidding Options based on goals

Social Media Marketing

Facebook, Instagram, LinkedIn & Youtube. Creating various Campaigns, Analyzing Reports, Analyzing campaigns based on business category

Digital Tools

Google Analytics, Search Console, Google Ads, FB Ads, Firebase, Playstore Dashboard

ACCOMPLISHMENTS - APPBROWZER (MOBILE APP)

- **Team Management:** Lead a team of 3 people with content writers and graphic designers to produce various content elements for the editorial calendar.
- **Growth:** Part of the growth team that saw user acquisition growth from 800k users to 3M users and counting.
- **Content Strategy:** Strategized and developed overall editorial calendar for communication across all platforms- Website, Blogs, In-App Notifications, Social Media and YouTube.
- **CTO LinkedIn Branding:** Planned content for CTO LinkedIn profile, engagement doubled with a 4x increase in inbound enquiries and 3x increase in followership
- **Paid Marketing:** Optimised overall app install campaigns on Facebook, Google to reduce overall CPI by 30%
- **Revenue Generation:** Setup overall revenue generation strategy with AdMob creating relevant ad units and placements, saw a 200% increase in revenue per month. Implemented Mediation, optimisation of ads on a regular basis among others.
- **SEO:** Implemented On-Page SEO with relevant keyword research, implemented Off-Page SEO with guest postings. Saw an overall increase in Traffic (30%), Rank and Authority

FREELANCE PORTFOLIO & ACCOMPLISHMENTS

Maxlite AAC Blocks

- End to end marketing. Build their website and grew organic traffic by 10x, branded their Founder's LinkedIn profile to enhance business and growth. Got 2 articles published on Times of India and Forbes.
- Built overall Social Media & Paid Marketing strategy on relevant channels.
- Awarded Best Brand in 2018 and 2019 by Times Business Group in Construction Category.

Flexli Technologies Pvt. Ltd.

- Complete rebranding exercise, redesigned their website to make it modern and user eccentric.
- Designed all collaterals including Brochure, Poster designs etc.

APC Music

- Overall Digital Strategy and Youtube SEO

Personal Website

- Built entire portfolio and blog from scratch
- Grew audience to 3000 users in 8 months through organic strategies.

WHY HIRE ME?

- Passionate about Marketing and everything to do with it.
- Three solid years of corporate professional experience along with working with multiple brands (B2B & B2C)
- Strong Communication Skills (Written & Verbal)
- Known to be organised with a strong sense of ownership
- Heavy Social Media & Internet user with a keen eye on the latest trends
- Team leader with good people skills and assigning of tasks.
- Team player that desires to establish and embrace a positive environment wherever I'm placed.

THANK YOU!