

Contact

alexiabetsy@gmail.com

www.linkedin.com/in/
alexiadigitalmarketer (LinkedIn)

Top Skills

Event Planning
Marketing Event Planning
Demand Generation

Languages

English, Old (ca.450-1100)

Certifications

Advanced Google Ads
Display & Video 360 Certification
Adwords Fundamentals
Search Advertising Assessment

Alexia Betsy

Digital Marketing Strategist/Demand Generation/Full Funnel Marketing

Chennai, Tamil Nadu, India

Summary

I am a Digital Marketing Strategist and full-funnel marketer with over 12 years of experience. Drawing from my extensive experience working with 100+ clients from the US, UK, Australia, and India, I help companies plan brand awareness, demand generation, and demand-capturing campaigns. I leverage a range of channels including SEO, Google Ads, social media, email campaigns, marketing automation, and ABM tools.

Here are a few of my achievements:

- Significantly increased MQLs, SQL leads by 35% within one year for my clients.
- Increased website traffic by 100% through the creation and implementation of an effective online marketing strategy.
- Generated a 200% uplift in organic traffic to the website within 6 months with the help of SEO.
- Created successful paid campaigns on LinkedIn, Facebook, and Instagram, as well as Google Ads campaigns, resulting in improved ROI and lead generation.
- Enhanced lead generation through conversion optimization & A/B testing on landing pages.
- Revised website content strategy to align with target audience interests, leading to improvements in average time spent on the website, conversion rate, and returning visitors.
- Managed clients from major industries across the globe, including the US, UK, Europe, Canada, and Australia
- Led a team of SEOs, web designers/developers, social media experts, content writers, and sales professionals to deliver top-notch digital marketing services
- Collaborated with sales, marketing, and vertical heads to develop content assets and integrate them into the full-funnel marketing plan.

With my industry experience across diverse global markets, I possess the skills to analyze your business, develop a tailored marketing strategy, assemble a proficient team, and achieve goals within specified deadlines.

Experience

L&T SMART WORLD & COMMUNICATION

Digital Marketing Manager

August 2022 - Present (2 years 4 months)

Chennai, Tamil Nadu, India

Implemented awareness, demand generation, and lead generation initiatives for Telecom, Smart City Solutions, and Cyber Security Services through PPC, SEO, Email marketing, and content marketing channels. Resulted in a notable augmentation of MQL and pipeline volume.

Worked side by side with the global leaders, and prepared the content assets including blogs, case studies, and whitepapers. Increased website traffic to main service pages by 110% and lead generation by 80%.

Optimized Google Ads and LinkedIn ads campaigns, reducing the CPA and improving conversion rates through conversion rate optimization and A/B testing.

Collaborated with the sales and marketing team to review campaign progress, identify active segments, and plan ABM initiatives to enhance reach through targeted content distribution.

Ensured successful configuration, implementation, and maintenance of all marketing programs with CRM.

Worked with internal teams to build out nurture emails across the customer lifecycle.

Effectively managed stakeholders, ensuring seamless communication and collaboration between various departments

Handled vendors and agencies.

Webstix

SEM Manager

October 2020 - July 2022 (1 year 10 months)

Chennai, Tamil Nadu, India

NetConnect Digital Agency

Digital Marketing Manager

January 2017 - October 2020 (3 years 10 months)

I helped many B2B, B2C firms from various parts of the world to improve their business growth with help of search engine marketing, social media campaigns, branding, etc.

TutorComp

Digital Marketing Manger, Growth Hacker

November 2015 - December 2016 (1 year 2 months)

Infopark

Vividreal Solutions

Digital Marketing Manager

February 2014 - October 2015 (1 year 9 months)

I worked as Digital Marketing Manager in Vivid Real Solution. Its a Digital Marketing Firm with clients all parts of the world. Handled clients from market niches Law, Educational, Entertainment, E commerce, Beauty & Cosmetics, Construction, Travel & Tourism, Media Agencies etc. I was leading a team there along with strategy planning for each of the clients guiding the team to implement the plan perfectly while sticking on the goals.

Quinnstheprinters.com

Search Engine Marketing Manager

August 2012 - February 2014 (1 year 7 months)

Spectrum Softtech Solutions Pvt. Ltd.

SEO Lead

June 2010 - August 2012 (2 years 3 months)

Education

SRM Institute of Science and Technology (SRMIST)

BBA in Digital Marketing , Digital Marketing · (June 2022 - 2024)

Govt. Polytechnic College

Diploma in Computer Engineering, Computer Engineering · (June
2007 - January 2010)