

# Marketing Portfolio



This presentation features only few of my work, including select client visuals shared with their full consent.

## Profile

# Hello, I'm Dineskumar Palaniswamy!

## Introduction

A high-calibre professional with a proven track record of business development, analysis and revenue generation. Skilled in problem-solving, adept at nurturing customer relationships, and proficient in grasping marketing campaign goals.



# EXPERTISE



As a Marketer



**Marketing Skills:**

- Brand / Product Management
- SEO & SMM
- Marketing analysis & Research
- Website Development & Advertisement.

**Core Values:**

Innovation

Collaboration

Prioritisation

Impact and Integrity

# Vision & Mission Of My Life.

## Vision

To become a catalyst for emerging and growing businesses, helping them achieve their digital dreams through honest strategy, creative storytelling and meaningful marketing impact.

## Mission

My mission is to transform small ambitions into visible impact for brands and companies striving to stay relevant in today's fast-evolving digital landscape.

Experience



# PORTFOLIO

2026

## **Js Job Service - Germany | Brand Associate.**

- Contributed to the development of core brand foundations including mission, vision, and website branding elements.
- Supported market and customer research to inform brand positioning and messaging choices.
- Helped structure an end-to-end lead flow, improving consistency across brand touchpoints and acquisition stages.
- Supported the setup of an international team, facilitating cross-market coordination and operational alignment.

## **Digital theory - Growth Consultant**

- Worked with D2C and B2C brands to support brand visibility and digital performance initiatives.
- Contributed to community creation and engagement initiatives for Samridhi (B2C), improving brand lead flow by 76% within six months.
- Supported SEO and content initiatives to enhance online discoverability and engagement.
- Collaborated with founders and marketing teams to align growth activities with overall brand objectives.

# My Experience

## Social Media Marketing

Successfully managed multiple social profiles, growing a combined audience of over 45K followers and generating 1M+ impressions across various domains.

## Research and Analysis

Conducted in-depth competitor analysis across industries, delivering complete pricing, branding, and end-to-end strategic execution plans.

## Search Engine Optimization

Ranked over 100 keywords at the #1 position, created high-performing organic content, and executed lead generation strategies that consistently delivered results without paid ads.

## Paid Advertisements

Ran strategic social media and Google ads (search & display), achieving a strong 5.1% CTR across domains through targeted, results-driven campaigns.

Years of Experience

5+ years worked with 21+ Brands

#0006

Worked with Brands like:



## Sample outlook:



Samridhi Dance



51+

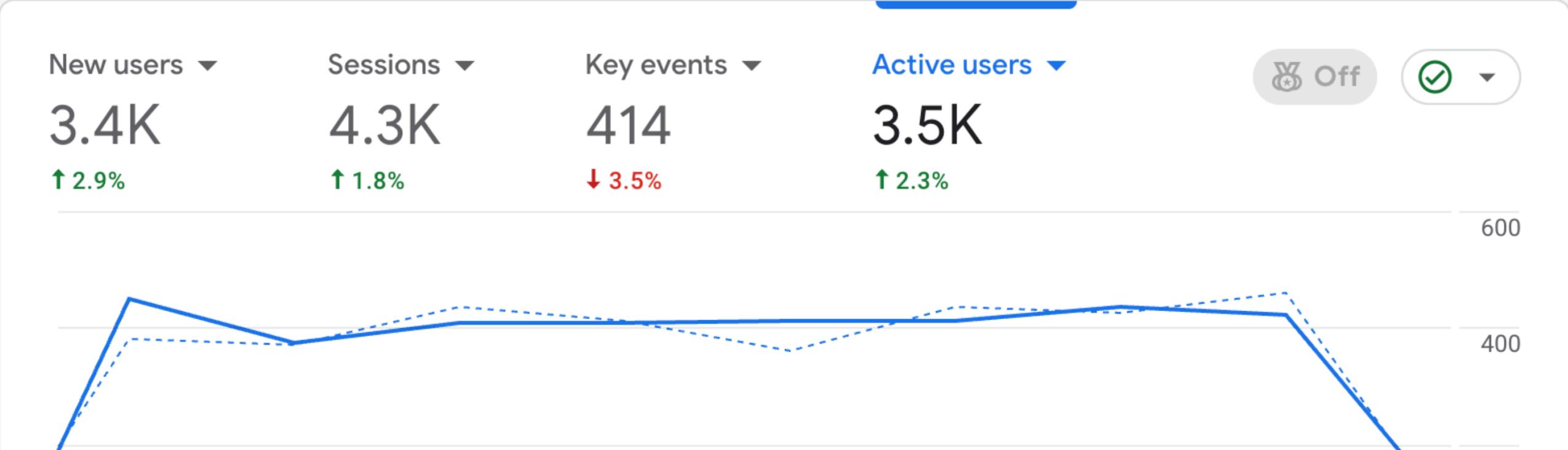
### CONVERSIONS

With precise follow ups and targeting have converted 41% of leads generated through organic and paid media.



# PROJECT - SAMPLE

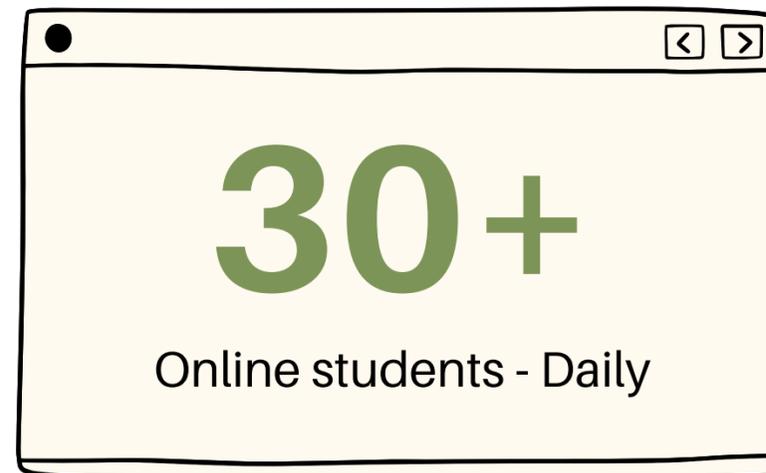
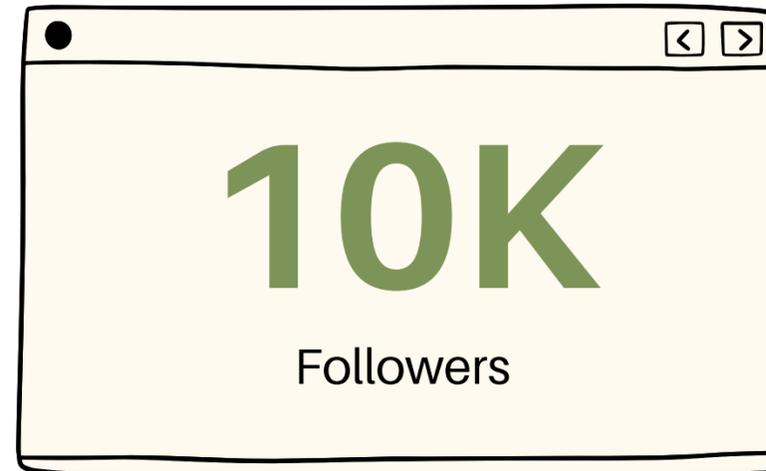
Samridhi Dance Foundation’s campaign was a full-scale digital transformation project focused on turning their offline Bharatanatyam classes into a thriving online learning platform. The strategy aimed to reach both regional and international audiences through a blend of organic marketing, targeted ads, and brand positioning—successfully expanding their presence beyond geographical boundaries.



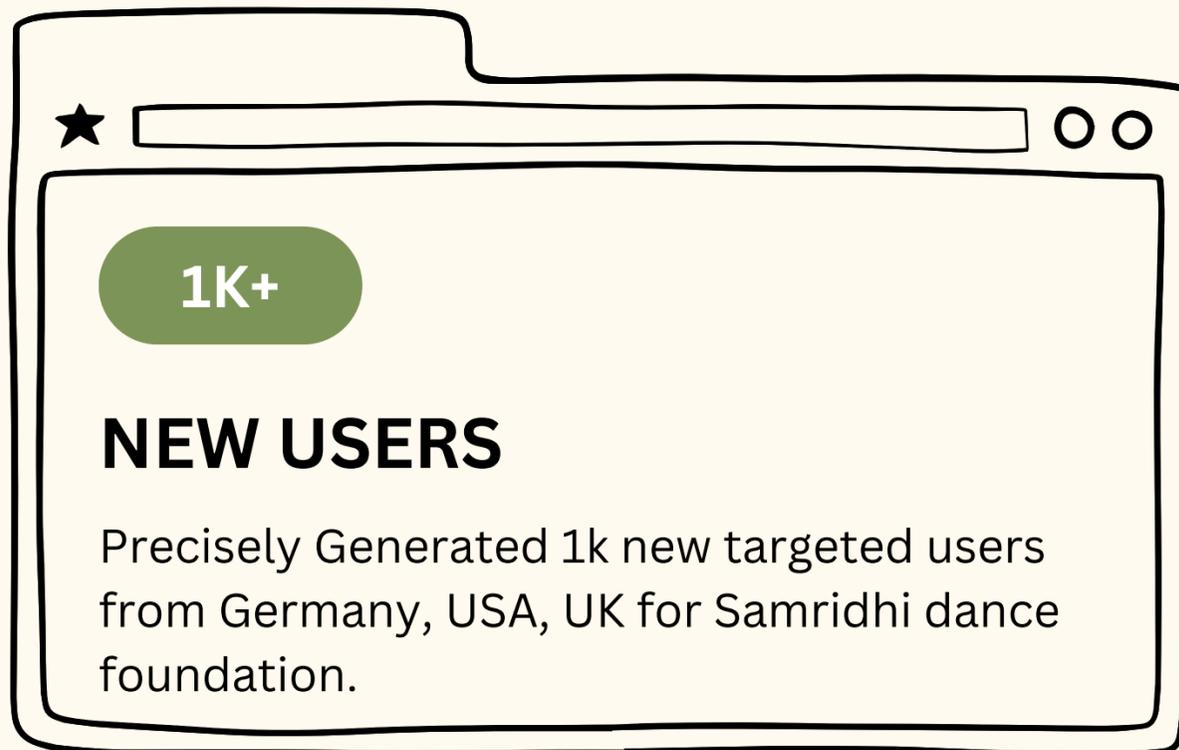
# SAMRIDHI

I collaborated with Samridhi to shape and elevate their **digital journey** through a strong online presence. From building their website to managing their social media channels, I implemented a mix of organic strategies and paid ad campaigns.

This resulted in **improved engagement**, visibility, and meaningful audience growth. The blend of content-driven storytelling and **targeted advertising** helped position their brand effectively in the digital space.



# SOCIAL PROOF

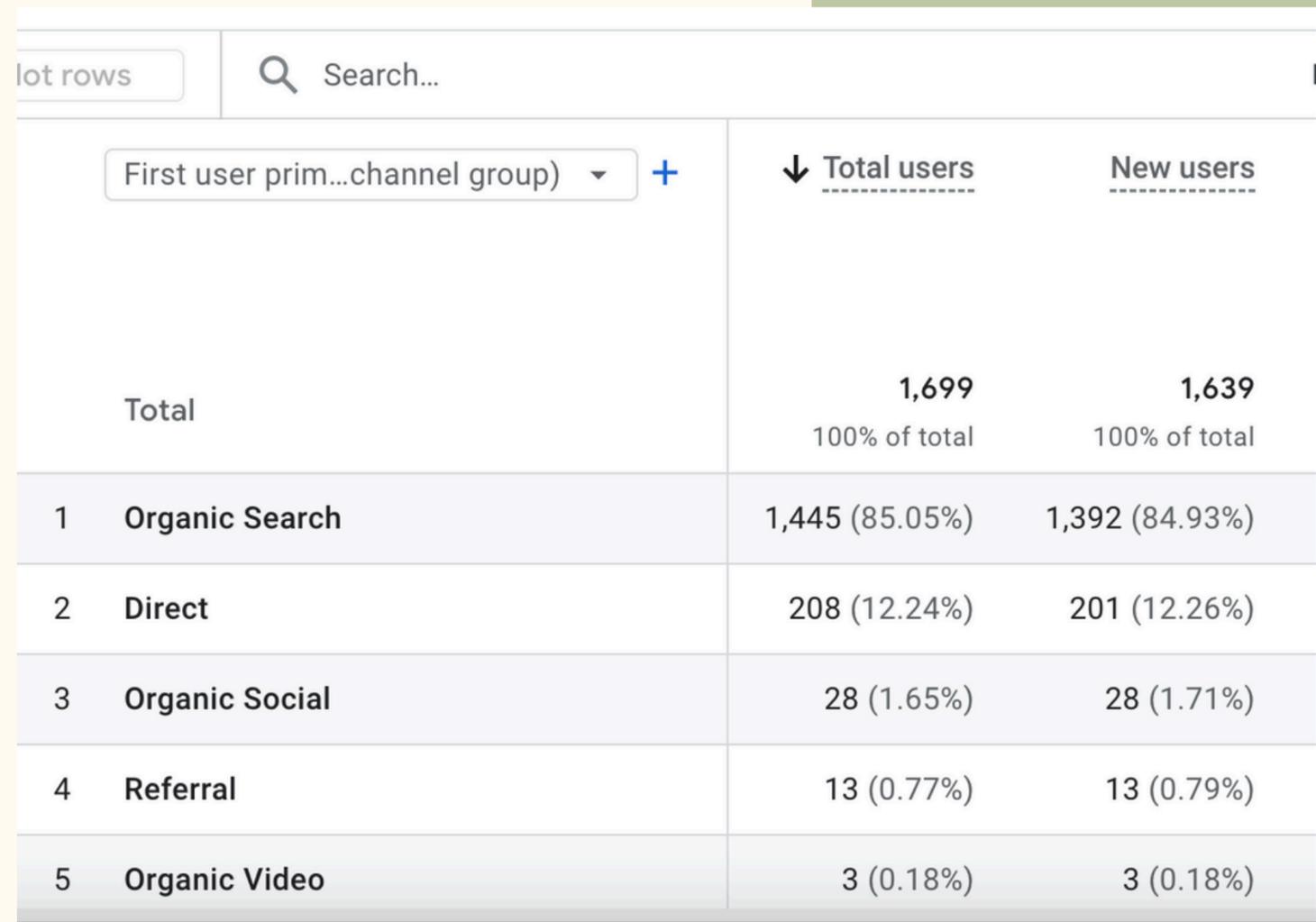


★

**1K+**

**NEW USERS**

Precisely Generated 1k new targeted users from Germany, USA, UK for Samridhi dance foundation.



lot rows

Search...

First user prim...channel group) +

		↓ <u>Total users</u>	<u>New users</u>
	Total	1,699 100% of total	1,639 100% of total
1	Organic Search	1,445 (85.05%)	1,392 (84.93%)
2	Direct	208 (12.24%)	201 (12.26%)
3	Organic Social	28 (1.65%)	28 (1.71%)
4	Referral	13 (0.77%)	13 (0.79%)
5	Organic Video	3 (0.18%)	3 (0.18%)

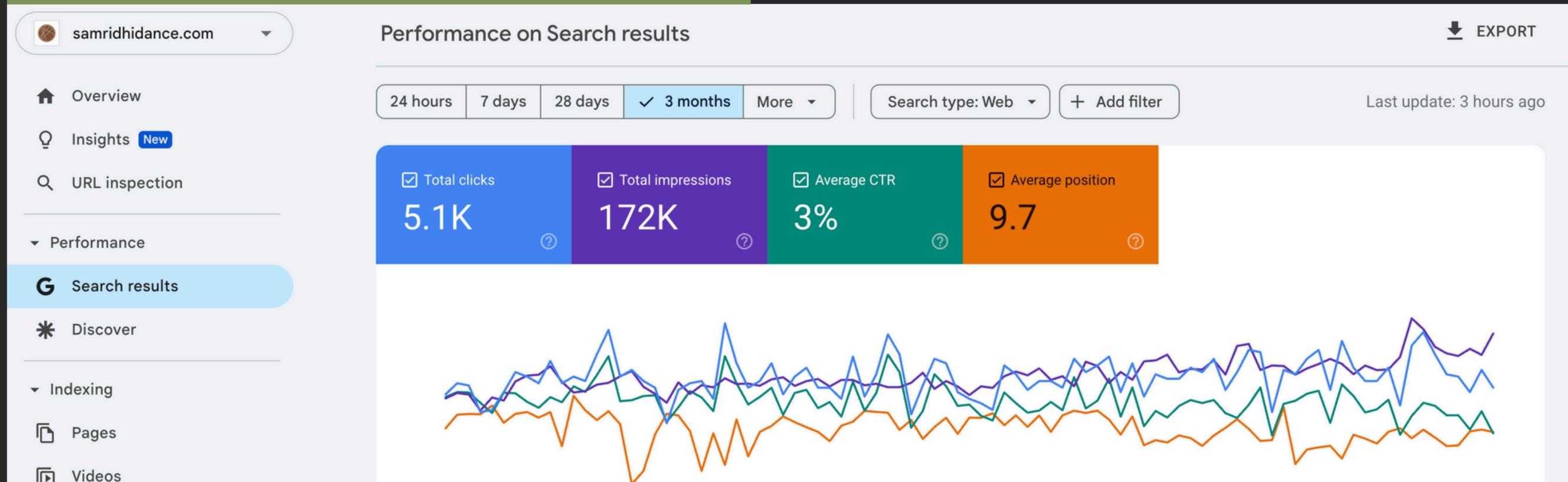
3%

## CTR

Agained above industry standard CTR and Impressions for the brand with average position of 9.7.

# DATA PROOF:

Data in the below screen highlights the google search results for brand Samridhi dance foundation from countries like USA, Germany, India and UK. This data is with 1280 keywords out of which 210 are in top 5 position.





2026

Collaborating for Success.

# ANALYSIS – OUTLINE

01.

02.

03.

04.

## Discovery

In-depth consultation to understand the brand goals.

## Ideation

Brainstorming creative concepts tailored to their vision.

## Execution

Performing analysis on areas that can deliver returns.

## Delivery

Ensuring timely completion with all necessary assets.

2026

# FEEDBACK



Clients Say About Me

Dineskumar's ideas elevated our brand to new heights. His attention to client's thoughts and bringing it to reality is unmatched.

**Dance Foundation** \_\_\_\_\_

The website UI/UX the team designed and marketing works made our platform intuitive and visually appealing and their strategic marketing boosted our Returns.

**Mias, Kochi** \_\_\_\_\_

# Let's Work Together!

Let's build a brand that connects, converts, and scales across digital channels.

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**#0014**