

## Prabusuresh Ganesan

Bengaluru, Karnataka, India

[LinkedIn Profile](#) | [Portfolio](#)

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### Professional Summary

Innovative **AI Business Strategist** and **Content Creator** with over a decade of experience in digital marketing, content development, and technological solutions. Proven expertise in leveraging **Generative AI tools** to optimize operations, enhance customer engagement, and drive revenue growth. Skilled in developing **user-centric content strategies**, creating business proposals, pitches, and reports, and managing content for large-scale projects. Successfully executed content for the **BigBasket event** during my tenure as a consultant with Whift. Founder of multiple digital properties like **HowToBusiness.info**, **EliteAIBlog.com**, **DietNfit.life**, and **PrabuTechInnovations.com**, showcasing my ability to independently create and manage content at scale.

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### Professional Experience

#### Multimedia Brand Consultant & Growth Advisor

*Self-Employed — Bengaluru, Karnataka, India*

*May 2017 – Present*

- Developed and implemented **AI-driven digital marketing strategies**, resulting in a **30% increase in client engagement**.
- Designed and launched **user-centric websites and mobile applications**, including platforms for cab booking, food ordering, grocery shopping, and parcel delivery.
- Managed **SEM, SEO, and social media initiatives** across platforms like Google Ads, Facebook Ads, Taboola, and Outbrain.
- **Created and managed all content** for digital marketing campaigns, including blogs, social media posts, and website copy, ensuring brand consistency and engagement.

- Developed **business proposals, pitches, and reports** for clients, showcasing my ability to communicate complex ideas effectively.
- Built and managed **Generative AI tools** for content creation, automation, and business optimization, enhancing efficiency and creativity.
- Handled **complete content requirements** for large-scale events, including the **BigBasket event** executed with Whift.
- **Successfully managed remote teams** for content creation and digital marketing projects, ensuring timely delivery and high-quality output, even in distributed work environments.

### **Digital Marketing Manager**

*Acme Experience Marketing Pvt Ltd (Acme Events India) — Bengaluru, Karnataka, India*

*December 2015 – June 2017*

- Developed comprehensive **social media strategies** for clients, focusing on digital strategy, viral and influencer marketing, **content management**, affiliate marketing, SEO, SEM, account management, and business development.
- Managed and optimized digital campaigns, achieving a **20% increase in client ROI**.
- **Created business profiles** for companies like **Optimum Promotions**, **Evergreen Green Groups**, and **Whift**, showcasing my ability to craft compelling narratives for brands.

### **Director/Digital Marketing Manager**

*Borgoss Developers Pvt Ltd — Bengaluru, Karnataka, India*

*December 2014 – December 2015*

- Conducted in-depth analysis of business performance to inform **digital marketing strategies**.
- Implemented **SEO, PPC advertising, and email marketing techniques**, resulting in a **15% growth in lead generation**.
- Executed **Google AdWords campaigns** and established partnerships with online property listing portals to generate leads.
- Developed **automated lead collection systems**, increasing efficiency by **40%**.

## Digital Marketing Intern/Executive/Manager

*Socio360 (A Complete Digital Marketing Agency) — Bengaluru, Karnataka, India*

*April 2013 – December 2014*

- Managed digital marketing activities, including **website maintenance, SEM, SEO, SMO, SMM, and email marketing campaigns**.
  - Developed and executed **digital marketing strategies**, enhancing client brand presence and engagement.
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## Education

- **Post Graduate Program in Management (PGPM)**  
*Marketing and IT, ICFAI Business School (IBS)*  
[2014]
  - **Bachelor of Engineering (BE)**  
*Computer Science Engineering, Anna University (Muthayammal Engineering College)*  
[2011]
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## Skills

- **AI & Automation:** Generative AI tools, chatbot development, Python scripting for business automation.
  - **Content Creation:** Blog writing, business proposals, pitches, reports, social media content, website copy.
  - **Digital Marketing:** SEO, SEM, content marketing, PPC, social media management, lead generation.
  - **Technical Proficiencies:** Website and mobile app development, web analytics, campaign management.
  - **Strategic Planning:** Business performance analysis, market research, growth strategy development.
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## Interests

- **Audiobooks:** Enthusiast of personal development literature, with favorites including *Eat That Frog*, *Atomic Habits*, and *The 5 AM Club*.
  - **Digital Property Creation:** Founder of platforms such as **DietNfit.life**, **AgriOptima.com**, **HowToBusiness.info**, **EliteAIBlog.com**, and **PrabuTechInnovations.com**.
  - **Automation:** Passionate about automating daily tasks using Python to enhance efficiency.
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## References

Available upon request.

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