



CONTACT

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EDUCATION

- MSc Digital Marketing Strategy
Munster Technological University, Cork,
Ireland | 2022 – 2023
- PG Diploma in Operations Management
Symbiosis International University, Pune |
2016 – 2017
- BBA – Marketing
Indira College of Commerce and Science,
Pune | 2013 – 2016

SKILLS

- Performance & Growth Marketing:** SEO, PPC (Google Ads, Meta Ads), Conversion Rate Optimization (CRO), Funnel Optimization
- SEO Expertise:** Technical SEO, On-page, Off-page, Keyword Strategy and Research, Link Building, Core Web Vitals
- Analytics & Data:** Google Analytics (GA4), Google Search Console, Looker Studio, A/B Testing, Data Interpretation
- Content & Digital Strategy:** Content Creation, Social Media Strategy, Campaign Planning, Branding
- Marketing Tools:** SEMrush, Ahrefs, Moz, Screaming Frog, HubSpot, Salesforce
- Web & CMS:** WordPress, Shopify, Wix, Basic HTML/CSS, UX Optimization
- Tools:** Figma, Canva

RAHULRAJ KURUP

DIGITAL MARKETING MANAGER

PROFILE

A proven Digital Marketing Specialist with 9+ years of international experience across US-based MNCs and Irish businesses. Proven expertise in SEO, SEM, paid advertising, CMS website development and optimization, content strategy, social media marketing, and performance analytics. Experienced in managing multi-platform advertising campaigns across Google Ads, Facebook, Instagram, LinkedIn, TikTok, Snapchat, and Twitter/X while collaborating with global stakeholders to deliver measurable business outcomes. Worked with globally recognized automotive brands including General Motors, BMW, Ford, Hyundai, Nissan, Volkswagen, Honda, Mazda, Jeep, and RAM Trucks.

WORK EXPERIENCE

Digital Marketing Manager
XMobiles, Limerick. Ireland | Sep 2025 – Mar 2026

- Led digital marketing strategy and Go-to-Market (GTM) initiatives for mobile phones, accessories, software services, and mobile repair solutions across B2B and B2C markets, driving brand visibility, customer acquisition, and service enquiries.
- Managed and mentored a team of 3 marketing professionals, overseeing campaign execution, SEO, content strategy, social media management, performance reporting, and cross-functional collaboration with sales and repair teams.
- Executed integrated Google Ads, Facebook Ads, Instagram promotions, LinkedIn outreach campaigns, and local SEO strategies to improve lead generation, walk-in customer traffic, enterprise contract acquisition, and marketing ROI.

Digital Marketing Executive
M2 Office, Limerick. Ireland | Jun 2024 – Sep 2025

- Managed an annual marketing budget of approximately €150,000 across four business divisions – executing Google Ads, social media advertising, email marketing, and ROI-driven digital campaigns.
- Planned and coordinated integrated online and offline marketing campaigns including print media promotions, radio advertising, bus branding, and bus shelter campaigns to improve brand visibility and customer engagement.
- Wireframed company's ecommerce websites using Figma to help the management visualize the missed opportunities.
- Managed website content across three business websites, developed campaign-specific landing pages, created social media and email marketing content, and designed promotional creatives for monthly campaigns and festive offers.
- Collaborated with internal sales teams, suppliers, brand partners, and external agencies to execute promotional campaigns, SEO initiatives, stock-clearance strategies, and performance-driven marketing activities while delivering regular campaign insights and strategic recommendations to senior management.

CERTIFICATIONS

- Google Ads Certification – Google (2024)
- Google Analytics Certification – Google Analytics Academy (2024)
- Advanced Digital Marketing Certification – LIPS India (2018)

HIGHLIGHT & ACHIEVEMENT

Awards - Awarded with quarterly 'Pat On Back' Award for Notable Performance in Q1 (Jan 2018 – March 2018) at CDK Global, and a monthly 'Shining Star Award' in March 2018 at CDK Global.

Shortlisted for the final stage of the Government of Ireland (GOI) - International Education Scholarship 2022.

CREATIVE WORKS

Type: Online Jewellery Website and Facebook Page - MSc Degree Thesis Project

Description: An e-commerce website built using the Shopify platform. A Facebook page was also created to compare the performance of organic posts versus Facebook advertisements.

Links: <https://regaliajewelers.eu/> (Shopify site currently not operational) | www.facebook.com/regaliajewellers/

Type: Automobile dealer website portfolio - WordPress Website Creation

Description: The website was developed as a portfolio to showcase the knowledge of WordPress, Content Creation, and Search Engine Optimisation modules during MSc degree.

Links: <https://classicfordmusclecars.wordpress.com/>

LANGUAGES

English | Hindi | Marathi | Malayalam

Sales and Marketing Executive

5G Phone Campus | Cork, Ireland | Oct 2022 – June 2024

- Planned and executed marketing campaigns, promotional events, and seasonal offers to increase sales and customer engagement.
- Supported social media promotions, local advertising, and in-store marketing for mobile phones, accessories, and repair services.
- Managed sales operations, inventory reporting, and financial summaries while coordinating promotional strategies with management.
- Analysed customer trends and campaign performance to support targeted marketing initiatives, product promotions, and customer retention strategies.

Digital Advertising Analyst

Sincro Digital Marketing India | Pune, India | Sep 2021 – Aug 2022

- Managed Google Ads and social media advertising campaigns for global automotive brands.
- Saved approximately **USD 70,000** through campaign optimization for a General Motors dealership.
- Created advertising creatives and managed social media calendars.

Website Performance Analyst

Sincro Digital Marketing India | Pune, India | Oct 2019 – Sep 2021

- Conducted website audits, SEO optimization, and performance analysis to improve search visibility and user experience.
- Performed keyword research, content optimization, backlink audits, and Google My Business optimization.
- Monitored website traffic and performance using Google Analytics and Search Console to identify improvement opportunities.
- Implemented process improvements that reduced approximately **90 man-hours** of work **daily** and improved team efficiency.

Senior Process Associate – Compliance Operations – Amazon | India | Dec 2018 – Sep 2019

- Reviewed product compliance documentation, investigated policy violations, and identified operational risks to ensure adherence to Amazon policies and regulatory standards.
- Collaborated with cross-functional stakeholders to resolve compliance issues, support corrective actions, and maintain operational efficiency and SLA targets.

Process Associate – SEO – CDK Global | India | Nov 2016 – Dec 2018

- Performed keyword research, on-page optimisation, backlink analysis, and content optimisation to improve organic search rankings and website traffic.
- Conducted competitor analysis, SEO audits, and link-building activities to identify ranking opportunities and improve search visibility.
- Used Google Analytics and Google Search Console to monitor website traffic, user behaviour, keyword performance, and SEO effectiveness while identifying optimization opportunities.