

## Novnish Ramesh

Senior Content Marketer | SEO Specialist | Blogger | Youtube and Podcast Lover  
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### *Professional Summary*

Dynamic and results-driven Senior Content Marketer with over 10 years of experience in driving global content strategies, SEO optimization, and multi-channel marketing campaigns. Proven track record in delivering high-impact content that elevates brand visibility and generates measurable business results. Adept at cross-functional collaboration, team leadership, and mentoring, with expertise in leveraging SEO, performance marketing, and influencer strategies to drive engagement. Fluent in English, French, and Tamil, seeking to spearhead content innovation as a Director / Head of Content Marketing.

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### *Core Skills*

- Content Strategy & Creation: Blogs, Social Media, Email Campaigns, Video Content
- SEO Optimization: Keyword Research, On-Page SEO, Link Building, Organic Growth
- Performance Marketing: Google Analytics, Data-Driven Campaigns, Engagement Metrics
- Leadership: Team Building, Mentorship, Cross-Functional Collaboration
- Influencer Marketing: Campaign Management, Brand Partnerships
- Digital Tools: Ahrefs, SEMrush, WordPress, Hootsuite

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### *Professional Experience*

#### **Content Marketing Manager**

Cornerstone OnDemand – Paris, France | Jul 2022 – Present

#### **Strategic Content Leadership:**

- Directed the development, publication, and performance monitoring of all external content across social media, blogs, websites, PR, and video channels, ensuring alignment with brand narratives and corporate goals.
- Designed tailored messaging for LinkedIn, driving a **130% increase in social media engagement**.

#### **YouTube Channel Growth:**

- Spearheaded YouTube channel management and editorial strategy, leading a junior marketer, and achieved a **2800% increase in video views within 3 months** through optimized content strategies.

#### **Blog and SEO Excellence:**

- Crafted and executed content strategies for EMEA blogs, aligning with trending industry topics and client objectives, resulting in a **140% boost in organic blog views**.
- Implemented On-Page SEO strategies, leading to a **26% increase in website traffic**, improved keyword rankings, and a **20% uplift in lead generation**.

#### **Collaborative Content Creation:**

- Partnered with product, marketing, and business development teams, as well as freelancers and agencies, to create impactful content supporting upselling and cross-selling initiatives and capturing business opportunities.

#### **Influencer and PR Campaigns:**

- Executed influencer marketing campaigns that enhanced brand exposure and improved brand affinity across the EMEA region.

#### **Team Management and Development:**

- Managed junior team members, providing SEO training, support and mentorship to enable the production of optimized content that drove incremental web traffic.

- Supervised end-to-end content initiatives, ensuring timely, consistent, and high-quality delivery across channels.

### **Content Marketing Manager**

Egis – Paris, France | Apr 2018 – Jul 2022

- Developed multi-channel campaigns that boosted lead generation by 900%, leveraging optimized landing pages.
- Established brand guidelines that enhanced consistency, driving a 31% growth in banner ad traffic.
- Partnered with sales teams to implement an SEO training program, improving engagement with blog articles.
- Grew social media followers by 600% within the first three months of launching targeted campaigns.

### **Product Manager**

Edenred France – Paris, France | Mar 2017 – Sep 2017

- Conducted market research to identify product gaps, driving 30% higher customer engagement.
- Collaborated with CRM teams to design customer-centric offers, improving retention by 20%.
- Analyzed user behavior via Google Analytics, leading to a 15% uplift in conversion rates.

### **Marketing and Business Development Manager**

Ubisoft – Pune, India | Aug 2016 – Feb 2017

- Launched *Just Dance* in India, achieving a 30% increase in business partnerships within the first quarter.
- Orchestrated a marketing conference, boosting industry collaboration and market presence by 30%.

### **Project Manager**

Allianz France – Paris, France | Jan 2015 – Mar 2016

- Enhanced agent productivity by 15% through specialized training programs and improved workflows.
- Streamlined resource allocation, resulting in a 20% boost in operational efficiency.

### **Product Marketing Manager**

Sugant SAS Pharma – Paris, France | Nov 2008 – Nov 2011

- Conducted international market research, increasing market penetration by 25%.
- Strengthened distributor relationships, driving 30% growth in e-commerce sales.

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### **Education**

- MBA, International Business and Marketing – ESG Paris School of Business, France (2014)
- Certificate in Digital Marketing: Customer Engagement & Analytics – Columbia Business School, USA (2017)
- Bachelor's Degree, Business Administration – American University of Paris, France (2008)
- Diploma in Copywriting – The Blackford Centre, London (2022)

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### **Certifications**

- Advanced SEO Certification – Simplilearn (2023)
- Digital Marketing: Social Media & Analytics – Columbia Business School (2017)
- Web/Digital Production – IESA Multimedia (2011)

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### **Publications**

- [The use of Sensory Marketing and its effect on Consumer Behavior](#)
- [Growth Hacking Book 2](#) – Chapter on Content Marketing
- [Sone Ki Chidiya Ko Jagao](#) - Chapter on Content Marketing