



SARUJAN THILAGESWARAN

Head of Marketing



Contact Information

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08.09.1994

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Language Skills

Deutsch (B2)
Englisch (C2)
Japanisch (N3)
Tamilisch (Native)

Certifications

Content marketing (Hubspot)
Email marketing (Hubspot)
Search Engine Optimization (Hubspot)
Google Analytics Individual Qualification
Google Ads Search Certification
Google Ads Display Certification

Volunteer work

Voluntary English lessons in Albania and Sri Lanka
Painting work in the schoolyard for underfunded Romanian schools

References

Available on request

Work Experiences

- Head of Marketing** 06.2023 - Present
Clitec GmbH, Schwyz
 - Project management for planning and executing campaigns
 - Strategic marketing with Google Ads, LinkedIn Ads, and social media.
 - Increasing brand awareness through VirtualExpo's B2B marketplace.
- Digital Marketing Internship** 03.2023 - 06.2023
CRCC Asia, Hong Kong
 - Efficient Google Ads optimization: keyword analysis, new keywords, country exclusions
 - Development of engaging social media content
 - CRM utilization for lead tracking and ROAS optimization
- Marketing & Communication Internship** 09.2022 - 11.2022
SWISS, Zürich
 - Update flight schedules and landing pages, fix CMS errors
 - Customer relationship management with Dynamics 365 OneCRM
 - Create media reports and clean Excel data for business analysts
- Digital Marketing Specialist** 10.2021 - 09.2022
All-In-One Agentur, Luzern
 - Management of Facebook, Google, and LinkedIn Ad campaigns with A/B testing
 - Conversion tracking with Google Analytics 4, Hotjar, and Google Tag Manager
 - Creation of KPI dashboards and email marketing with Sendinblue
- Digital Marketing Associate** 08.2021 - 06.2023
Smart Bites, Bern
 - Management of Facebook ads and comparative analyses
 - Social media performance analysis with Google Analytics
 - Creation of SEO-optimized content and graphics using Adobe tools

Education

- Lucerne University of Applied Sciences and Arts, Luzern** Present
MSc Business Administration in Online Business und Marketing
- University of Groningen, The Netherlands** 2022
BA in Minorities & Multilingualism
Pre-Master Minor: International Relations and International Organizations
- BHMS Business & Hotel Management School, Luzern** 2017
Associate's Degree in Hotel Management
Related courses: Revenue Management, Accounting, and Business Communication