



SARUJAN THILAGESWARAN

Marketing Manager

08.09.1994

CONTACT

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Swiss citizen

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SKILLS

- Performance Marketing (Google/LinkedIn/Meta)
- Campaign Optimization (A/B Testing, Targeting, Keywords/Geo)
- Tracking & Web Analytics (GA4/GTM/Hotjar/Search Console; ROI/ROAS/CPA)
- KPI Reporting & Dashboards
- Lead Generation & Conversion Optimization (Funnels/Landing Pages)
- CRM & Lifecycle Marketing (Dynamics 365/HubSpot; Email: Mailchimp/Sendinblue)

CERTIFICATIONS

- HubSpot: Inbound, content, email marketing & SEO
- Google Analytics Individual Qualification (IQ)
- Google Ads Certificates: Search & Display

LANGUAGES

- Japanese: N1 JLPT
- Tamil: Native speaker
- English: Native speaker
- German: B2 level

Swiss marketing professional with a flair for growth, CRM/lifecycle, analytics, and performance marketing, backed by an MSc in Business Administration and an unusually deep connection to Japan. From self-taught JLPT N1 Japanese and 5 years of Urasenke sadō to writing in Japanese and teaching at a Japanese-English café in Canada, he blends commercial sharpness with cultural fluency, making him a natural bridge between Japan and international markets.

PROFESSIONAL EXPERIENCE

- Clitec GmbH** 06.2023 - CURRENT
Marketing Manager - 20% (Environmental Simulation / Refrigeration)
 - Developed and executed a data-driven, cross-channel marketing strategy (digital, social, email, content).
 - Optimized SEO and campaigns using market/competitor insights, segmentation, and web analytics (ROI/ROAS/CPA).
 - Generated qualified leads, increased brand awareness, hit sales/revenue targets, and delivered Switzerland go-to-market recommendations.
- CRCC Asia** 03.2023 - 06.2023
Digital Marketing Specialist - 50% (International Education / Internships)
 - Optimized paid and organic performance through continuous monitoring of key Google Ads metrics (ROI/ROAS/CPA).
 - Refined keyword strategy and geo-targeting.
 - Aligned dynamic social content with CRM-driven lead tracking and customer insights.
- SWISS WorldCargo** 09.2022 - 11.2022
Marketing & Communication Intern - 60% (Air Cargo / Aviation Logistics)
 - Streamlined and standardized CRM workflows using Microsoft Dynamics 365 (OneCRM).
 - Managed landing page and CMS improvements to enhance UX.
 - Produced internal press and communications materials for the SWISS team.
 - Cleaned and validated Excel datasets (flight stations/services) to deliver accurate, analysis-ready insights.
 - Supported internal LinkedIn communications (content planning, copywriting, stakeholder alignment).
- All-In-One Agentur** 10.2021 - 09.2022
Digital Marketing Specialist - 100% (Digital Marketing Agency)
 - Managed and optimized multi-platform ad campaigns (Facebook, Google, LinkedIn).
 - Implemented tracking setups (Hotjar, Google Analytics, Search Console).
 - Built KPI dashboards to support data-driven decisions.
 - Created high-converting email campaigns in Sendinblue and Mailchimp to increase engagement and conversions.

EDUCATION

Master of Science – Business Administration (Online Business & Marketing)

Lucerne University of Applied Sciences and Arts, Lucerne | 2025

Relevant Coursework: Digital Consumer Management, Strategy, Network & Ecosystem Management, Quantitative Research Methods

Bachelor in Minorities & Multilingualism

University of Groningen, The Netherlands | 2022

Relevant coursework: Intercultural Communication, Persuasive Communication, Diversity Management

Bachelor in Hospitality Management

BHMS Business & Hotel Management School, Luzern | 2016

Relevant coursework: Sales & Marketing, Business Communication, Wine Sommelier Studies