

MINDRILL SYSTEMS & SOLUTIONS PVT LTD — PORTFOLIO

Digital Marketing Manager / HOD – Digital Marketing

December 2025 – Present

Professional Summary

Leading international digital marketing operations for Mindrill Systems & Solutions Pvt. Ltd. and contributing to the global expansion of GME across mining and heavy equipment markets. Managing performance marketing, distributor lead generation, SEO, automation systems, and international B2B campaigns across LATAM, CIS, and Russia-focused regions.

Key Responsibilities

International Performance Marketing

Managed Google Ads & Meta Ads campaigns for industrial mining equipment.

Executed Yandex Ads campaigns specifically targeting Russian markets.

Handled international B2B lead generation campaigns across:

- Peru
- Chile
- Mexico
- LATAM
- CIS Regions
- Russia

Lead Generation & Funnel Optimization

- Built distributor and dealer lead generation funnels.
- Improved lead quality through landing page optimization and CRO strategies.
- Developed WhatsApp automation workflows for inquiry management and follow-ups.
- Executed SMS & WhatsApp campaigns for dealer nurturing and distributor engagement.

SEO & Content Strategy

- Developed SEO strategies for industrial keywords.
- Built technical blogs and backlink content to improve domain authority.
- Improved search visibility for international industrial markets.

Team & Regional Management

- Managed Peru regional marketing coordination and distributor communication.
 - Guided digital support operations aligned with export and sales teams.
 - Collaborated with management, export, and product teams for international business growth.
 - Handled 6 members of team along with the agencies.
-

Major Achievements

- Successfully contributed to the international launch and expansion of GME under Mindrill.
 - Generated high-quality international distributor inquiries from multiple global markets.
 - Improved campaign lead quality and conversion performance through CRO optimization.
 - Built automation systems that improved response speed and lead handling efficiency.
 - Strengthened industrial brand positioning across mining and heavy equipment sectors.
 - Supported record business growth through performance-driven marketing strategies.
-

Platforms & Tools Used

- Google Ads
 - Meta Ads
 - Yandex Ads
 - Google Analytics 4
 - GTM
 - SEMrush
 - Search Console
 - WordPress
 - Elementor
 - WhatsApp Automation Systems
 - Microsoft Clarity
-

Industries Worked

- Mining Equipment
- Heavy Industrial Equipment
- Export & Distribution
- International B2B Marketing