

SANTHOSH PENDANAM

SENIOR DIGITAL MARKETING MANAGER

DIGITAL PROJECTS | WEBSITE MANAGEMENT | GLOBAL OPERATIONS



CONTACT

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German

30.06.1977

married



EDUCATION

CERTIFIED AI COMPLIANCE OFFICER (HSB)

HSB Akademie, Leipzig

CERTIFIED AI MARKETING MANAGER (IHK)

HSB Akademie, Leipzig

CERTIFIED DIGITAL MARKETING MANAGER

GFN Trainingscenter,
Darmstadt

BACHELOR OF ARTS

History, English & Sociology,
University of Bangalore

SKILLS

- Strategic Thinker
- Eager to learn
- Communicative
- Structured
- Analytical
- Team-oriented
- Motivational

LANGUAGES

- German (Mothertongue)
- Englisch (C1)

PROFILE

Strategic Digital Marketing Manager with 16+ years of international experience. Specialized in AI-supported MarTech, cross-channel campaigns and CRM funnels. Combines strategy, implementation and team leadership - for scalable growth, measurable impact and innovative customer experiences.

PROFESSIONAL EXPERIENCE

Senior Digital Marketing Manager (Remote) 03.2024 - 05.2025

Start Up for International Talentplatform - COL, IN, DE

- Implementation of SEO strategies for tech and B2B clients (+21% visibility)
- Conception, development of SEA campaigns (+15% conversion)
- Campaign management in CRM, SEO, Paid Media, Analytics
- Introduction of a marketing dashboard (GA4, GSC)
- Developed & managed the corporate website (WordPress).

Senior Project Manager DACH & Japan 08.2022 - 02.2024

PIA Media GmbH, München (Remote)

- Management of SEO and web projects with +20% efficiency increase
- Development of KPI dashboards (GA4, GSC)
- Proactive customer development and upselling (+15% project volume) through strategic consulting
- Optimization of internal processes (Sales & Social Media) with Kanban

Digital Marketing Manager (8 EU Countries) 12.2020 - 07.2022

TK Home Solutions N.V., Neuss (Remote)

- Led CRM & Marketing Automation Rollout (MS Dynamics, Spotler)
- Development of a Direct-Lead-Connect API: +18% CR in lead generation
- Brand relaunch of TKE with unified digital strategy
- Handled SEO & Web Project Management in 8 countries

SEO & Content Specialist EMEA 06.2019 - 11.2020

Ecovacs Europe GmbH, Düsseldorf

- European SEO & Web Project Management (32 Markets)
- Conversion optimization of the DE webshop: +27% revenue increase
- Building and leading an international task force team
- Optimization of webshop & websites (+18% visibility)

Previous positions:

- Digital Marketing Manager (B2B Healthcare), aumedo GmbH
- Project Manager E-Commerce, wfp:2 GmbH
- Digital Marketing Manager DACH, Feelgood Shop B.V.
- Project Manager, Deutsche Telekom AG

TOOLS & METHODS

- Digital Project Management:** Website Project Management, Backlog Maintenance (Jira, Confluence, Monday.com), Technical Requirements Translation, Bug Tracking.
- Web Platforms & Operations:** CMS Platforms (WordPress, Typo3, Zendesk CMS), Content Updates (Product Pages, Forms), Web Development Concepts (HTML, CSS, JavaScript - basic understanding).
- Global Team Coordination:** Liaison, Stakeholder Communication, Remote & Global Teams, Cross-functional Collaborations, Issue Resolution.