



Santhosh Pendanam

AI-Driven Digital Transformation · Senior Digital Marketing Specialist

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PROFILE

Strategic digital marketing specialist with 18 years of international experience, focused on AI-driven MarTech, CRM-led campaign management, and digital project leadership. Certified AI Marketing Manager (IHK) and AI Compliance Officer (HSB) with a proven track record across corporate and mid-market environments — from brand relaunches to CRM automation and measurable revenue and efficiency growth. Owns complex, international projects end-to-end, from strategy to go-live, working directly with stakeholders at every level — ready to take that ownership to the next level.

CORE EXPERTISE

AI & Automation

- AI Marketing Strategy (IHK)
- AI Compliance & Governance (HSB)
- Generative AI Workflows
- Marketing Automation (MS Dynamics, Spotler)
- Prompt Pipelines

Digital Marketing

- SEO (up to 32 markets)
- SEA & Paid Media
- CRM & Funnel Strategy
- Conversion Optimisation
- Brand Relaunch

Project Management

- Jira, Confluence, Monday.com
- WordPress, Typo3, Zendesk CMS
- Global Team Coordination
- Budget & Forecast Management
- Stakeholder Management

PROFESSIONAL EXPERIENCE

since 2025

Current

Senior Digital Marketing Specialist

XCMG Europe GmbH

- Planning and leading the relaunch of the new corporate website for Europe
- Optimising and integrating the CRM system for effective marketing and sales processes
- Developing data-driven B2B campaigns for lead generation and customer retention

2024 – 2025

Senior Digital Marketing Manager (Remote)

International Talent Platform · COL, IN, DE

- Implemented SEO strategies for tech and B2B clients (+21% visibility)
- Conceived and developed SEA campaigns (+15% conversion rate)
- Managed campaigns across CRM, SEO, paid media and analytics

2022 – 2024	Senior Project Manager DACH & Japan PIA Media GmbH, Munich (Remote) - Managed SEO and web development projects (+20% efficiency gain) - Developed KPI dashboards (GA4, GSC) - Drove proactive account development and upselling (+15% project volume)
2020 – 2022	Digital Marketing Manager, 8 EU Countries TK Home Solutions N.V. (thyssenkrupp), Neuss - Led the CRM & marketing automation rollout (MS Dynamics, Spotler) - Developed a Direct-Lead-Connect API (+18% conversion rate) - Steered the brand-wide TKE relaunch with a unified digital strategy
2019 – 2020	SEO & Content Specialist EMEA Ecovacs Europe GmbH, Düsseldorf - European SEO & web project management across 32 markets - Conversion optimisation of the DE webshop (+27% revenue growth) - Contributed to building an international task-force team and kept it closely aligned
2013 – 2019	Digital Marketing & E-Commerce Management aumedo GmbH · wfp:2 GmbH · Feelgood Shop B.V. - Digital Marketing Manager (B2B Healthcare), aumedo GmbH - Project Manager E-Commerce, wfp:2 GmbH - Digital Marketing Manager DACH, Feelgood Shop B.V.
2008 – 2013	Project Manager Deutsche Telekom AG Entered structured project management within an international corporate environment

EDUCATION & CERTIFICATIONS

Certified AI Compliance Officer (HSB) HSB Akademie Leipzig
Certified AI Marketing Manager (IHK) HSB Akademie Leipzig / Bildungszentrum Dresden gGmbH
Generative AI Mastermind Outskill
Foundations of Project Management Google · Coursera, 2023
Certified Digital Marketing Manager GFN Trainingscenter, Darmstadt
WE Certified Web Developer Grade 2 Webmasters Europe e.V., 2014
Bachelor of Arts — History, English & Sociology University of Bangalore

LANGUAGES

German	Native
English	C1

TOOLS & METHODS

Digital Project Management: Backlog maintenance, technical requirements translation, bug tracking
Web Platforms & Operations: Content upkeep, basic HTML/CSS/JavaScript understanding
Global Team Coordination: Stakeholder communication, remote teams, issue resolution

AVAILABILITY

Remote-first, willing to travel across DACH & EU
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