

# ARCHANA DHARANEEDHARAN

Growth Marketing | SEO | Content and Performance | Analytics  
(Plausible, GA4)

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## PROFILE

Growth Marketer with 5+ years of B2B experience driving full-funnel demand generation, campaign strategy, and performance marketing across EMEA and DACH markets.

Combines proven execution in Paid Media, SEO and Event Marketing with hands-on technical skills - including AI-powered content automation (Claude AI), custom analytics infrastructure (Plausible, GA4, Looker Studio) and workflow automation (n8n/Zapier).

Demonstrated ability to turn data into action: from increasing MQL-to-SQL conversion by 18% to delivering +35% conference attendance lifts.

Strong communicator in English and German.  
Engineering background enables fast understanding of technical products.

## REMOTE FREELANCE PROJECTS

### Technical SEO Audit

09/2025 - Present

Freelance - greenwgroup.com

- Conducted a comprehensive technical SEO audit covering Core Web Vitals, crawlability, site architecture, indexability and on-page optimisation.
- Identified and prioritised 20+ issues including crawl errors, duplicate meta structures, and page speed bottlenecks using Google Search Console, Screaming Frog, and PageSpeed Insights.
- Delivered a structured remediation roadmap segmented into quick wins and strategic improvements, leading to measurable gains in organic visibility.

### Campaign Analytics Dashboard

09/2025 - Present

Volunteer project - codebar.io

- Setup Plausible Analytics dashboard to track end-to-end campaign performance and conversion funnel for codebar.io's outreach and event programs.
- Built custom goal tracking and event funnels to measure full-funnel performance: awareness -> registration -> attendance, giving the team clear visibility into where users dropped off.
- Enabled data-informed budget allocation and targeting decisions; dashboard became the team's primary reporting tool for campaign planning.

### AI-Powered Social Media Content Agent

09/2025 - Present

Freelance - B2B E-Commerce Client

- Using Claude AI to generate, personalise, and schedule social media content for a B2B e-commerce brand across Instagram and Meta.
- Reduced content production time by -70% while maintaining consistent brand voice, enabling a 3x weekly publishing cadence without additional headcount.
- Integrated AI outputs with social scheduling tools; built prompt frameworks and editorial workflows to ensure on-brand, audience-specific content at scale.

## SKILLS & TOOLS

**Growth and Demand Marketing:** Full-funnel Strategy, Demand Generation, Lead Nurturing, Conversion Rate Optimisation, A/B Testing, Funnel Analytics

**Paid & Organic:** Google Ads, Looker Studio, Plausible Analytics, Power BI, Microsoft Excel, Google Search Console

**AI & Automation:** Claude AI (prompt engineering, content pipelines), n8n (basic workflow automation), Zapier (basic integrations), ChatGPT

**CRM & Marketing Automation:** Salesforce (campaigns, pipeline tracking, reporting), Mailchimp, HubSpot

**Project & Collaboration:** Asana, Jira, Notion

**Languages:** English - Fluent, German - Professional Working Proficiency (B2.2, Goethe Institut certified)

## EDUCATION

### M.Sc. Engineering Management

Anglia Ruskin University

01/2022 - 01/2023

Chelmsford, United Kingdom

### B.Eng. Electrical & Electronics Engineering

Pondicherry Engineering College

09/2010 - 07/2014

Puducherry, India

## REFERENCES



### Mr. Ron Shekel

Marketing Head, Software & Support Media, Berlin.  
[rshekel@sandsmedia.com](mailto:rshekel@sandsmedia.com)



### Ms. Sandra Perrier-Faucher

Business director, Omnicom Media Group, London.  
[sandra.perrier-faucher@teamx.one](mailto:sandra.perrier-faucher@teamx.one)

## WORK EXPERIENCE

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### Marketing Specialist (Contract)

#### Software & Support Media

03/2025 - 09/2025 Berlin, Germany

- Designed and executed **Full-funnel B2B demand generation campaigns** for software conferences, driving qualified pipeline through events, webinars, and paid digital channels (LinkedIn Ads, Google Ads)
- Increased **MQL-to-SQL conversion by 18%** by refining audience segmentation, improving messaging alignment with the Sales team, and optimising landing page CTAs through A/B testing.
- Achieved **+35% conference attendance lift** through integrated multi-channel promotion: email nurture sequences, LinkedIn Ads, and content syndication.
- Setup **Looker Studio & GA4** to track campaign ROI, funnel velocity, and engagement KPIs - enabling weekly optimisation cycles.
- Partnered closely with Sales and internal stakeholders to align campaign priorities with pipeline goals.

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### Marketing Specialist - Content & Campaign Lead

#### RAPP UK (Omnicom Media Group)

02/2023 - 12/2024 London, United Kingdom

- Led multi-channel campaign strategy and performance analysis for **Mercedes-Benz EQV campaigns across 36 EMEA and global markets**, supporting pipeline acceleration and market penetration goals.
- Improved cross-market delivery efficiency by 20% through process redesign, structured reporting frameworks, and clear stakeholder alignment workflows.
- Conducted post-campaign performance analysis across markets, surfacing insights that directly informed future campaign optimisation and budget reallocation decisions.
- Led end-to-end localisation for DACH and EMEA markets, ensuring digital, OOH, and print campaigns resonated with local audiences while maintaining global brand consistency.

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### Marketing Manager (Contract)

#### Tjarks and Tjarks Design Group

02/2023 - 09/2023 London, United Kingdom

- Executed localised growth campaigns for German speaking markets, managing content workflows end-to-end from brief to delivery.
- Reduced campaign turnaround time by 25% through structured stakeholder alignment, approval workflows, and process documentation.

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### Localisation Manager

#### Tag

09/2020 - 08/2021 Chennai, India

- Managed localisation of global B2B marketing campaigns across 15+ language markets including EMEA, ensuring message accuracy and cultural relevance at scale.

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### Technical Translator - German

#### Vestas R&D

12/2018 - 08/2020 Chennai, India

- Produced bilingual (EN/DE) technical reports and supported DACH client communications for wind energy feasibility and performance projects with TÜV Nord and DNV.

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### Business Development Sales Executive

#### Häfele

09/2014 - 12/2018 Chennai, India

- Identified new market opportunities and secured strategic partnerships, achieving 20% revenue growth and a 25% improvement in customer retention through consultative sales and tailored solutions.

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### Business Analyst

#### LTI Information Technology

07/2014 - 12/2016 Chennai, India

- Build integration process flows and technical documentation for logistics (Cargowise) and banking clients (ABSA); reduced development errors by 20%.