

AMITHA R

Marketing Communications Specialist

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SUMMARY

Marketing Communications Specialist with 4 years of B2B experience across SaaS (construction ERP, fintech, & product analytics), and 1 year of B2C experience working in an agency for clients in real estate, luxury hospitality, and Finance. I've led communications across research, positioning, copywriting, social media, campaigns, PR coordination, and sales enablement, working with cross-functional teams to translate business ideas into clear, market-facing communication. My strongest skill is my curiosity to explore a problem from multiple angles and arrive at thoughtful, effective solutions. My work has supported AED 30M in off-plan property sales, 40% LinkedIn growth, a 30% increase in blog readership, and brand and founder features in Moneycontrol and ET Money.

KEY ACHIEVEMENTS

-  Stellar Performer Award, GoldenPi
-  Recognised by the CEO and managers for growth contribution
-  Fast learner and early adopter of new tools and AI to stay ahead of the market
-  Strong analytical capability across content performance and audience insight

SKILLS

AI & design

Claude, Midjourney, Higgsfield, Freepik, Canva, Adobe Illustrator

Video

CapCut, DaVinci Resolve

SEO & analytics

SEMrush, Surfer SEO, Yoast SEO, Ubersuggest, Google Analytics, Google Trends, Power BI, Excel, Python, Google Search Console

EXPERIENCE



Marketing & Communications Specialist

Deecke Creative Agency (Part of DEECKE Holding)

06/2025 - Present Dubai, UAE

<https://www.deecke-holding.com/>

- Worked within an international group where the creative agency supported multiple in-house brands across finance, real estate, and luxury rentals.
- Managed content and communications across Germany, Austria, South Africa, Switzerland, and the UAE, increasing client brand visibility by 10%.
- Developed positioning and marketing angles for an in-house finance client in the German market, supporting branding, campaigns, and social media presence.
- Coordinated directly with stakeholders on content planning for real estate campaigns tied to AED 30M in off-plan property sales.
- Produced content strategies, calendars, and campaign assets under high-pressure cycles, ensuring on-time delivery across simultaneous projects.
- Directed video editors, designers, and marketers to create brand-aligned content for social media, campaigns, and marketing materials.
- Built AI-assisted creative workflows using Claude, Midjourney, and Higgsfield to generate copy, images, and video while maintaining one consistent brand voice.



Content Marketer

Xpedeon

07/2024 - 05/2025 Mumbai, India

<https://xpideon.com/>

- Worked with a B2B ERP technology company serving construction and infrastructure clients across the UAE, UK, and India, supporting SEO, LinkedIn growth, and sales enablement.
- Built the SEO foundation from scratch by auditing, restructuring, and optimizing existing blogs, with selected pieces ranking on the first page of search.
- Created B2B content across blogs, social media, ebooks, and marketing collaterals to position the brand more strongly in the ERP and construction technology space.
- Studied target markets and industry pain points to produce consulting ebooks that supported thought leadership.
- Grew LinkedIn followers by 40% in three months, adding 2,000+ new followers through platform-specific content and consistent brand communication.
- Designed sales presentations and client decks that supported high-ticket B2B conversions.
- Produced marketing materials for international exhibitions, including Big 5 Global, London Build Expo, and Digital Construction North.
- Coordinated with teams globally to improve marketing deliverables, cutting turnaround time by 20% through tighter collaboration and clearer content workflows.

SKILLS

Outreach & social

Lemlist, Snov.io, LinkedIn Sales Navigator, Mailchimp, Metricool, Hootsuite

Web & publishing

WordPress, Webflow

Productivity

Notion, Asana, Microsoft Planner, Slack, Google Docs, Microsoft Word, PowerPoint

Core competencies

Marketing strategy, Marketing plan, Social media plan, Campaign planning, Creative direction, Market research, SEO, PR & Communications, Data analytics, Newsletter, Email Marketing, Article Writing, LinkedIn Outreach, LinkedIn Marketing, Competitor Analysis, Market Research, Case Studies

LANGUAGES

English	Proficient	
Hindi	Proficient	

EXPERIENCE



Content Marketer

GoldenPi

08/2022 - 07/2024 Bangalore, India

<https://goldenpi.com/>

- Worked with an emerging Online Bond Platform (OBP) for fixed-income investments in India, owning content across bonds, IPOs, corporate fixed deposits.
- Served as the sole in-house content author for the brand, shaping market commentary, educational content, and thought-leadership pieces for a finance-first audience.
- Worked with the PR team to build monthly PR plans and position brand and founder-led stories in major finance publications including Moneycontrol and ET Money.
- Wrote product launch copy and email marketing campaigns across IPOs, bonds, and corporate fixed deposits, making investment products easier for investors to understand and act on.
- Increased blog readership by 30% while producing 75+ blogs to build investor awareness.
- Led the SEO content roadmap while writing key pieces in-house and directing agency writers for scale, and search relevance.
- Served as the on-camera face of the brand in its early days for social media content.



Content Marketer

CustomerSuccessBox

07/2021 - 07/2022 Remote

The business was later sold and moved into a different venture.

- Worked with a U.S.-established B2B SaaS company serving customer success and product-led teams, supporting growth marketing.
- Improved webinar participation to roughly 80% through targeted LinkedIn influencer outreach, bringing in highly relevant attendees and creating product-interest conversations.
- Ran email marketing from scratch on Lemlist, continuously testing product pitches and improving open rates by 18%.
- Secured high-quality backlinks through targeted outreach and partnered article pitches to strengthen the brand's search visibility.
- Authored 50+ SEO-driven blogs along with ebooks and case studies under the growth marketer's lead.
- Created infographics and visual content that strengthened social storytelling and made content easier to engage with across platforms.

EDUCATION

Bachelor of Civil Engineering

Dayananda Sagar University

2015 - 2020 Bangalore, India

- Initiated a master's-level research project simulating Martian regolith, which earned academic appreciation before being discontinued due to COVID

Pre-University, Computer Science

Jain College

2013 - 2015 Bangalore, India

CERTIFICATIONS

Digital Marketing

HubSpot Academy

Social Media Marketing

HubSpot Academy