



Geethapriya Srinivasan

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EDUCATION

MBA Marketing Management

Madras University
2023 - 2025

BE Electronics and Communication Engineering

SRM Easwari Engineering College
2017 - 2021

SKILLS

- Client Relationship Management
- Team management
- Cross-Functional Team Leadership
- Go-to-market Strategy
- Marketing Strategy
- Public Speaking

LANGUAGE

Tamil

English

About Me

I'm an independent marketing consultant who believes good marketing is about being relevant, memorable, and ultimately driving business growth.

Over the years, I've worked across healthcare, health tech, B2B, D2C, and personal brands, helping businesses for stronger digital presence, engaging content, and customer journeys.

I've also led teams, managed brand and content initiatives, built communities, worked on B2B growth, and collaborated closely with founders and business leaders to solve marketing challenges.

Today, I work independently with businesses and professionals who want more clarity around their marketing, stronger digital visibility, and strategies that are practical enough to execute and purposeful enough to create results.

WORK EXPERIENCE

Marketing Consultant & Freelancer

Aug 2026 - Present

- Consult businesses on digital marketing, brand positioning, social media strategy, content marketing, and online growth.
- Plan and execute social media content strategies focused on brand visibility, audience engagement, lead generation, and conversions.
- Support businesses with content ideation, campaign planning, personal branding, and digital presence management.
- Provide guidance on SEO, AEO, GEO, lead generation, and inbound marketing to improve online discoverability and business opportunities.
- Coordinate digital projects including website, app, UI/UX, and other technology requirements by understanding business needs and translating them into actionable project briefs.
- Work with businesses across healthcare, technology, and D2C to create practical, growth-focused marketing solutions.

Brand Marketing Head

Nov 2025 – Jul 2026

Yaal Fertility and Women's care centre

- Planned and executed marketing campaigns focused on brand awareness, patient engagement, and trust building
- Created and implemented viral video ideas for personal branding across Instagram and other social media platforms
- Managed the project end-to-end, from content ideation and planning to execution and coordination
- Worked directly with doctors and healthcare professionals to turn complex medical topics into relatable and engaging content
- Developed social media strategies that helped improve visibility, audience engagement, and patient inquiries
- Handled campaign concepts, content calendars, shoot coordination, and workflow management
- Collaborated with editors, designers, and creators to ensure smooth and timely delivery of content
- Focused on storytelling-driven content that connected emotionally with the audience while maintaining medical authenticity
- Contributed to building a stronger online community through educational, awareness, and lifestyle-based healthcare content

Head of Content Marketing

Aug 2023 – Aug 2025

7 Eagles Growth Marketing Agency

- Developed and executed content marketing strategies (engagement and lead generation.)
- Led client relationships.
- Oversaw content planning, resource allocation, and production quality.
- Designed and implemented ABM strategies targeting high-value B2B accounts.
- Planned GTM and digital initiatives for D2C and B2B.
- Partnered with cross-functional teams for multi-channel content distribution.
- Managed performance reports and analytics to guide optimization.
- Managed a B2B leaders' community and events.
- Directed project planning and resources to ensure timely, efficient delivery.

Social Media Marketing Manager

Jun 2023 – Aug 2023

7 Eagles Growth Marketing Agency

- Managed client profiles across LinkedIn, Instagram, YouTube, and Facebook.
- Developed ROI-focused social media strategies and campaigns.
- Coordinated PR initiatives to strengthen brand visibility.
- Created blog content aligned with client objectives.
- Led social media strategy and content ideation.
- Oversaw client video shoots, ensuring quality and brand alignment.

D365 CRM Technical Consultant

Oct 2021 – Mar 2023

UST Global Pragmasys Consulting LLP

- Managed sales and service operations for an insurance-based project.
- Proficient in MS CRM 2013 workflows, automation, and configurations.
- Skilled in C# and .NET development.
- Experienced in SSRS report creation, email automation, and trigger setup.
- Performed code-level changes and updates in ERP systems.
- Proficient in User Acceptance Testing (UAT).
- Handled end-to-end prospect conversion cycle.
- Conducted periodic SQL data extraction and developed optimized queries.

AWARDS

Best Team Leader 2024, 7 Eagles

Best Guest Speaker 2024, Toastmasters International, Chennai

The Orator's Honor (Healthcare Marketing), Dr. Agarwal's Institute of Optometry

Beyond Expectation Award 2023, 7 Eagles

ACHIEVEMENTS

- Successfully delivered content copies for 15+ multi-channel marketing campaigns, driving a 30% increase in qualified leads and exceeding revenue targets by 20%.
- Increased organic leads through strategic blog contents for non-conventional keywords.
- Implemented account-based marketing (ABM) strategy that improved conversion rates by 35% with high-value B2B accounts for our services.
- Built and managed a cross-functional team of 10+ members, improving collaboration and efficiency across sales, marketing, and design.
- Increased social media engagement by 200% with strategic content planning and execution.
- Driven inbound leads for healthcare brand through UGC content and organic growth strategy in Social media within 90 days of rejuvenating the dead account.
- Increased the walk-in by 25% by lead centric website design planning and CTA strategy for a healthcare brand.

SERVICES OFFERED

- Digital Marketing Strategy & Consulting
- Social Media Management & Strategy
- Content Marketing & Content Strategy
- Personal Branding & Business Profile Management
- Campaign Strategy & Execution
- Website & App development
- UI/UX design
- Marketing Funnel & Customer Journey Strategy