Manjunath Chandrashekar

Known as Raghav · Marketing Manager · AI Automation Specialist · Web Developer

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PROFILE

Marketing manager based in London with a Master's in Management (Marketing) from Queen Mary University of London. I lead SEO, AI search visibility, paid search, email marketing, content and marketing automation for a UK immigration and compliance platform, where search now brings in around 20% of the business through qualified leads. I also build the websites, data tools and video content behind that growth.

WORK EXPERIENCE

Marketing Manager 2026 – Present

Annaizu, UK

Promoted from Marketing Executive (2025 – 2026)

- Lead SEO, AI search visibility (GEO/AEO), paid search, email marketing, content and marketing automation for a UK HR compliance and immigration platform.
- Built and run the lead pipeline end to end: search and AI visibility bring prospects in, then email campaigns and CRM automation nurture them into qualified leads.
- Grew organic search into a channel that now brings in around 20% of the business through qualified inbound leads, growing ranking keyword volume across immigration and compliance topics.
- Earned first-source citation in Google's AI Overview for "best sponsor licence compliance software UK" and first position on Google for "tier 2 sponsors list".
- Grew referring domains from 34 to 89 in twelve months, including a link from the Home Office DBS directory (domain authority 69).
- Wrote and published more than 500 articles across the company blog and newsletter on sponsorship, immigration, DBS checks and workforce compliance.
- Built the company website and the UK sponsor licence checker, a searchable mirror of 127,310 licensed sponsors refreshed daily from GOV.UK by an automated pipeline.
- Produce reels and product videos using Remotion, HyperFrames and AI video tools; write product requirement documents and roadmaps from competitor research.

Sales Associate 2024 – 2025

Greene King, London

- Supported local brand strategy and promotional planning, including offer pricing and event promotions.
- Created reels and social content to promote events, offers and the venue.
- Produced offline marketing such as banners, posters and in-venue promotional material.
- Communicated promotions and events to guests and the team while delivering sales and service in a high-volume venue.

Marketing Associate, Digital & Growth 2022 – 2023

Bharathi Associates, India

- Planned and ran digital campaigns and growth marketing for an industrial equipment supplier of pumps, blowers and diffusers.

Marketing Associate 2020 – 2022

IFI Tech Solutions, India

Sales and Marketing Intern (2020 – 2021), promoted to Marketing Associate (2021)

- Joined as a sales and marketing intern, learning lead research and enrichment with Lusha, CRM management and sales and marketing strategy.
- Built and qualified the lead pipeline, which led to promotion to Marketing Associate within a year.
- Took ownership of content and advertising as part of the marketing team, working closely with sales on campaigns.

EDUCATION

Queen Mary University of London 2023 – 2024

Master's in Management, Marketing specialisation. Final result: Merit (2:1)

KEY SKILLS

Search and AI visibility: SEO, technical audits, keyword research, GEO/AEO, Semrush, OpenSEO, Google Search Console, schema

Paid media: Google Ads, LinkedIn Ads, conversion tracking, landing pages

AI automation: AI agents, workflow automation, prompting, MCP integrations

Content and copywriting: Long-form articles, newsletters, landing pages, ad copy, LinkedIn

Web and data: Webflow, WordPress, HTML, CSS, JavaScript, GSAP, Firebase, Aiven, Vercel, IONOS, Hostinger

Design and video: Adobe Photoshop, Adobe InDesign, Premiere, Canva, Remotion, HyperFrames

CRM and email: Email marketing, lead pipeline management, Zoho CRM, HubSpot, Lusha

Product: Product requirement documents, roadmaps, competitor and market research

Strengths: Teamwork, leadership, stakeholder communication, public speaking and debate, fast learning

PROJECTS

- **Bharathi Associates website (freelance):** Designed and built the company website (bharathi-associates.com).
- **Baba Yaga Fitness (personal):** Built a training web app with an 873-movement exercise library, workout logging and progress tracking.
- **VeggiGo (freelance):** Produced launch reels for a fresh produce supplier serving central London restaurants.
- **MAANAV (script writing):** Wrote a shot-by-shot shooting script for a Kannada short film.

CERTIFICATIONS

Digital Marketing, Google, HubSpot, LinkedIn, Adobe InDesign

AWARDS AND ACHIEVEMENTS

- **First place:** Several college debate competitions on politics, religion and humanity
- **Recognition:** Honoured by local government in India as part of a COVID-19 frontline volunteer team
- **Cricket:** Played competitive cricket at division level

LANGUAGES AND INTERESTS

Languages: English (full professional proficiency)

Interests: Strength training, Cricket, Debating, Script writing, Film editing, Web design