

# AMMIRAJU GANESULA

## WEB PROJECT MANAGER

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### PROFILE SUMMARY

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With over 12+ years of experience, I am an accomplished Web Project Manager and Site Lead with expertise in global content strategies, workflow optimization, and team leadership. I have a strong track record of driving continuous improvement and collaborating with global teams to deliver high-quality content solutions. My expertise includes designing and managing web solutions, leading lead generation campaigns through content, SEO, SEM, email, and social media marketing. Skilled in Conversion Rate Optimization (CRO) and web analytics, I excel at delivering digital solutions, managing risk, and ensuring compliance to maximize ROI and achieve business objectives.

### SKILLS

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Digital/Growth Marketing Strategy | Go-to-Market (GTM) Strategy | Campaign Strategy | Project & Team Management | Product Marketing | Email Marketing | Web Development | Website Analytics | Digital Content Management | A/B Testing | Account Based Marketing (ABM) | Lead & Demand Generation | Stakeholder & Client Management | SEO and SEM | Graphic and Web Design

### TECHNICAL

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CMS (AEM/Sitecore/WordPress) | Salesforce Marketing Cloud (SFMC) and Sales Cloud | Adobe Marketo | Google Marketing Platform (Analytics, Campaign Manager 360, Tag Manager) | Google Ads | Facebook Ads | Adobe Campaign | HTML5 | JavaScript | CSS | React.js | Node.js | Litmus | Mailchimp | Sizmek | Photoshop | Illustrator | Premiere Pro | Adobe Suite | Scrum Methodology, Agile Principles | Jira | Asana | Confluence

### PROFESSIONAL EXPERIENCE

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#### Web Project Owner

**A.P. Moller –Maersk, Bangalore | Jun 2018 – Dec 2023**

- Led a team of over 12 digital experts to develop and execute performance marketing strategies, including website operations by overseeing maintenance, updates, and user experience enhancements, SEO, and SEM, for brand and product campaigns spanning multiple regions (**APAC, EUR, NAM, LAM, IMEA**).
- Led the end-to-end management of multiple AEM projects, overseeing everything from initial discovery to deployment, ensuring projects were delivered on time, within scope, and within budget.
- Collaborated closely with clients across global, to understand their digital marketing needs and translated them into scalable AEM solutions aligned with their branding and functionality goals.
- Managed workflow for the content production team, ensuring alignment with SLAs and timely delivery of high-quality content.
- Delivered regular operational reporting for leadership, identifying opportunities for process automation and improvements. Actively drove initiatives that enhanced efficiency and workflow.
- Led User Acceptance Testing (UAT) phases, proactively addressing issues to ensure that the final solutions met client expectations and were ready for successful launch.
- Led and successfully executed complex migration projects, ensuring a seamless transition of over **20,000** web pages within the designated timeframe.
- Optimized AEM content workflows, significantly improving efficiency and reducing content publication times by **20%**, while consistently delivering high-quality results.
- Achieved significant results, including a **40%** increase in traffic to Lead Gen pages, a **25%** rise in conversions, and a **50%** increase in page views through a comprehensive strategy.
- As a Certified Scrum Master, demonstrated strong leadership, critical thinking, and decision-making skills, fostering positive relationships with clients and stakeholders.

- Managed ticketing systems including Azure, Service Now, JIRA, Asana, etc.

#### ***Achievements:***

- Earned the **Star Performer award** in December 2020 for successfully completing website migration projects (from Sitecore8 to Sitecore9) within the designated timeline, earning accolades from stakeholders.
- Recognized with the **Champ of the Month** (Quarter) award in 2021, 2022, and 2023 for outstanding performance in project management.

#### **Project Group Head – Digital**

**Ogilvy & Mather Advertising, Bangalore | Sep '2012 - May '2018**

- Developed and maintained project plans, identifying risks and implementing strategies across all projects, resulting in streamlined project execution and risk mitigation.
- Interacted with clients, coordinated with team members, and provided project status updates and reports as necessary, ensuring transparent communication and client satisfaction.
- We designed and executed email campaigns tailored for enterprise clients, leveraging automation tools and testing them in Litmus. As a result, we achieved a remarkable **65%** open rate and maintained a consistently high click-through rate (CTR) of **45-50%**, significantly enhancing our email marketing effectiveness.
- Developed HTML5 banners and adapted them according to the requirements of different publishers such as Google Adwords, DoubleClick, Sizmek, Amobi, etc., ensuring seamless integration and optimal performance across various platforms.

#### ***Achievements:***

- In recognition of my exceptional project management performance, I was quickly promoted to the role of Project Group Head.

#### **Assistant Manager – Digital**

**Medvarsity Online Ltd, Hyderabad | Jul '2003 - Aug '2012**

- Through active participation in the initial planning stages of websites and eLearning modules, I collaborated with clients to shape design concepts, resulting in clear project objectives and alignment with stakeholder expectations.
- By leading a team of four members, I fostered a culture of collaboration and excellence, leading to enhanced team performance and successful delivery of complex eLearning projects.
- Through the development of a comprehensive project plan, I provided a roadmap for project execution, resulting in efficient resource allocation and timely project delivery.
- By utilizing a diverse range of coding languages and tools, I facilitated the development of functional and visually appealing websites, resulting in enhanced user experiences and increased engagement.
- Through meticulous oversight of quality assurance processes, I ensured the delivery of high-quality eLearning content and technology solutions, leading to improved learner satisfaction and successful project outcomes.

#### ***Achievements:***

- I received the Best Employee Award in year 2010 and 2011, acknowledging my exceptional achievements in developing eLearning modules and effectively managing stakeholders.

## **EDUCATION**

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- BSc from Osmania University
- Diploma in Multimedia
- Diploma in Computer Applications
- Certified ScrumMaster®, from SCRUM ALLIANCE®