



D.MEGANATHAN

HEAD – DIGITAL MARKETING STRATEGY

CONTACT INFO



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PROFILE

A seasoned digital strategist with over 18 years of experience, Meganathan leads the Digital Marketing Division at SoftClinch, driving business growth, brand positioning, and digital innovation. He has successfully spearheaded data-driven campaigns and omnichannel strategies across diverse sectors including fintech, e-commerce, healthcare, and technology.

KEY EXPERTISE

- Performance Marketing (SEO, SEM, Paid Ads)
- Brand Strategy & Digital Positioning
- E-commerce Growth & Marketplace Optimization
- AI-Driven Marketing Automation
- B2B Lead Generation & Funnel Optimization
- Local SEO & GMB Optimization
- ROI-Focused Campaign Execution

TOOLS & CERTIFICATIONS

- Google Ads, Meta Ads, LinkedIn Ads
- HubSpot, Mailchimp, Mautic, ActiveCampaign
- SEMrush, Ahrefs, Google Analytics, Data Studio
- Shopify, WooCommerce, WordPress, Magento
- Certified in Inbound Marketing, Email Automation, SEO Analytics

CAREER HIGHLIGHTS

- Scaled online sales 3x through performance marketing for major brands like Vestar AC, Stobay, Almaa Herbal, and Ozotec EV.
- Delivered high-converting campaigns for CSB Bank, Asian Hair Transplant, and Amrithaa
- Led local SEO projects optimizing over 1,200+ listings, improving footfall and regional visibility
- Successfully launched AI-based automation tools for WhatsApp, chatbots, and retargeting workflows
- Expanded SAP & Oracle solution visibility in India, Middle East & Africa through strategic digital initiatives.

VISION @ SOFTCLINCH

Meganathan leads SoftClinch's digital marketing strategies with a mission to transform brand performance, empower clients through technology, and accelerate business outcomes across every digital touchpoint.