SELVIN CHINNAIAH



Marketing Manager | Content & Digital Marketing, Brand Strategy | AI Generalist

Bengaluru, India | +91 80125 70014 | selvin3007@gmail.com
linkedin.com/in/selvinchinnaiah | Portfolio: karuvi.si/selvinchinnaiah

SUMMARY

Strategic B2B marketing leader driving brand growth through performance, content and AI-powered campaigns. 5+ years in B2B marketing, from enterprise pre-sales at Infosys to building the marketing function of Impel Group, a four-brand industrial machinery group, from zero. Grew digital-marketing-sourced sales to INR 25M in 2025 (on track for INR 40M in 2026), delivering 100+ qualified leads a month on an INR 30M budget with a team of 4, reporting to the CEO. Hands-on across performance marketing, SEO, content, trade shows, sales enablement and generative AI. International award-winning AI filmmaker and founder of Karuvi, an AI creative studio.

CORE SKILLS

Marketing leadership: B2B marketing strategy, go-to-market, marketing budget management, team leadership, cross-functional collaboration, agency and vendor management, stakeholder management, KPI / KRA reporting

Brand and content: Brand strategy and architecture, content strategy, video and multimedia scriptwriting, recurring content series, product marketing, storytelling, sales enablement, trade shows and event marketing, PR and thought leadership

AI content systems: Generative AI (Claude, ChatGPT, Gemini), prompt frameworks and content templates, reusable production systems, AI video and image (Higgsfield, Freepik AI), Gamma

Demand generation: Lead generation, performance marketing (Google Ads, Meta Ads, LinkedIn Ads), account-based marketing, IndiaMART / B2B marketplaces, WhatsApp marketing (AiSensy), email marketing (Zoho Campaigns)

Digital and analytics: SEO, GEO / AEO, SEM, GA4, Google Tag Manager, Search Console, CMS (WordPress), conversion tracking, CRM (Zoho CRM), marketing automation, A/B testing

PROFESSIONAL EXPERIENCE

Bindwel-Stelda Group (Impel Services Pvt Ltd) | Bengaluru, India | **Jan 2024 - Present**

Marketing Manager (Feb 2026 - Present)
Marketing Lead (Jan 2025 - Jan 2026)
Senior Marketing Executive (Jan 2024 - Dec 2024)

Industrial machinery group with four brands: Bindwel (bookbinding and print finishing), SigLoch (digital post-press), Stelda (packaging machinery) and WIMCO (tube-filling machinery).

- Built the marketing function from zero as the group's first marketer; promoted twice in 25 months to head of marketing for four brands, reporting directly to the CEO.
- Grew digital-marketing-sourced machine sales from zero to INR 10M (2024) and INR 25M (2025), on track for INR 40M in 2026, attributed by lead source in Zoho CRM.
- Created and published 2,000+ brand assets (500+ videos, brochures, decks, social posts and sales collaterals) across four brands, directing designers, editors and agencies.
- Created and run 10+ recurring content formats and series across the four brands (including Product Hour, Drupa Diaries, Books of Mistakes, Bindwel Times, Binding Bytes, Bindwel Arts and BindRight), writing the scripts and briefs behind the product films and campaigns.
- Built AI-assisted content production systems: reusable Claude prompt frameworks and templates that turn a brief into on-brand posters and slide decks, and Claude connected to Meta and LinkedIn Ads for campaign audits and scheduled performance reports.
- Deliver 100+ CRM-qualified B2B leads a month across four brands (~40 for the flagship brand alone) for high-ticket capital equipment, from paid search and social, IndiaMART, WhatsApp, email and organic search.
- Plan and run 20+ events a year in India and abroad: 15+ external trade shows, sponsorships and award nights (including drupa in Germany and All Print Indonesia) and 5+ internal customer roundtables and open houses. Negotiate sponsorship deliverables and build live demonstrations, product storytelling and offline promotion around each; 1,000+ prospects a year for the flagship brand and a per-event ROI and KPI framework built from a 6-event audit.
- Led go-to-market for 9 product launches since 2024, including a Made-in-India digital flatbed cutter (50+ enquiries, 15 demos and 6 machines sold in the first three months) and a patented compact case erector: positioning, collateral, paid media, email and WhatsApp journeys, exhibition creative.
- Strengthened visibility on B2B marketplaces and local search: optimised IndiaMART and Google Business Profile listings (40% uplift in local traffic) and turned a 3-year IndiaMART renewal into an expansion from one keyword to three, cutting its cost 29% on a keyword-level lead-funnel business case; the channel supplies ~20 qualified leads a month.

- Own an INR 30M annual marketing budget across four brands, including INR 200K/month in performance marketing across Google, Meta and LinkedIn Ads; track ROI and reallocate spend by performance to cut cost per lead while keeping lead quality.
- Hired and lead a team of 4 (two marketing executives, an inside-sales and events coordinator, project interns), aligning marketing with sales, operations and R&D; introduced a 14-KPI accountability system with automated trackers and a monthly task log of 40-60 deliverables.
- Grew website traffic 5x in 2024 (2.5K to 12K annual visitors) and to 30K+ a year across brand sites through technical SEO, 20+ SEO product pages, a new 20-page SigLoch.in site and GA4 / GTM measurement fixes.
- Built sales enablement used by regional sales teams: a 7+ document playbook with objection-handling guides, competitive comparisons and ROI calculators, an account-based (ABM) deck for India's top 30 book printers and an OEM partnership pitch for European manufacturers.
- Wrote brand guidelines and brand architecture for three brand families (Bindwel, SigLoch, Stelda-WIMCO), giving designers, sales and AI tools one source of truth.
- Opened new markets with bilingual (English / Bahasa) email and WhatsApp campaigns for Indonesia, lifting Bahasa email open rate from ~7% to 21%, plus prospect databases for Africa, the Middle East and Europe.
- In year one grew the flagship LinkedIn page from 88 to 1,000+ followers organically; email campaigns averaged a 32.75% open rate and 3.82% CTR on a 3,500+ contact base.

Infosys Ltd | Bengaluru, India | **Jul 2021 - Jan 2024**

Senior Associate Consultant (Oct 2022 - Jan 2024)
Associate Consultant (Jul 2021 - Oct 2022)

- Drove client acquisition and solution positioning by analysing RFIs and RFQs and crafting pre-sales presentations that linked client needs to Infosys digital and supply-chain solutions.
- Collaborated cross-functionally with delivery and strategy teams on data-driven proposals and streamlined go-to-market documentation, for faster turnaround and higher win rates.
- Led post-implementation communication and customer engagement for a key project, improving client satisfaction and retention through proactive issue resolution and stakeholder alignment; received the Infosys Insta Award (Nov 2022) for leadership and communication.
- Executed internal email-marketing and communication campaigns across departments to raise awareness of ongoing initiatives and keep distributed teams aligned.

Earlier: Social Media Marketing Manager, Career Management Centre, XIME Kochi (2019-2021; 150+ posts); President, Empresario entrepreneurship club (2020-2021); internships at Kerala Startup Mission and CollegeTips.in (2020).

AWARDS & CREATIVE VENTURES

- Gold, Best AI Vertical, and Audience Choice Award, Best AI Vertical - Bali International AI Film Festival (BIAIFF) Season 5, 2026, for Mudhalum Nee, Mudivum Nee (The First Dot), an AI short film I wrote and directed (10,000+ views on Instagram).
- Founded Karuvi, an AI creative studio and digital products business, built on my own AI systems and workflows: AI films, product films and ad creative, plus four digital products (Karuvi Frame, Direct, Cuts and Web) that help businesses post consistent, quality content.
- How a Book Is Born, 2026 - AI brand film for Bindwel at Kerala Literature Festival, built in ~20 hours with Freepik AI.
- Writer-director and lead actor in five short films, three live-action and two made with AI; Marumugam was featured on Sun Network in 2019. 25,000+ combined views across my short films.
- Taught hands-on AI sessions: AI for teaching to 200+ faculty at Bon Secours College, Thanjavur (2026), and AI for productivity to ~100 colleagues.

EDUCATION

- PGDM (MBA), Marketing & Analytics - Xavier Institute of Management & Entrepreneurship (XIME), Kochi, 2019-2021
- B.Tech, Civil Engineering - SASTRA University, Thanjavur, 2014-2018

CERTIFICATIONS

- Advanced Certification in Digital Marketing & Communication - MICA (with upGrad), 2024, 95.34% (batch topper)
- Fundamentals of Digital Marketing - Google Digital Garage, 2022
- LinkedIn Mastery Mentorship - Growth School, 2024
- Brand Management - SWAYAM (IIM Bangalore), 2020
- Design Thinking & Innovation - Audencia Business School, France, 2020

PUBLICATION & VOLUNTEERING

- Co-author, "Is OTT Industry a Disruption to Movie Theatre Industry?", Academy of Marketing Studies Journal, 2021.
- Honorary Vice Chairman, Mother Teresa Foundation, Tamil Nadu (volunteer since 2013).