

Anirudh Katti

Marketing Manager | Growth & Digital Operations

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SUMMARY

I started my first company at 20 and ran 250+ events on a bootstrap budget, and I have spent the years since where marketing meets operations, usually ending up fixing the things nobody asked me to fix and shipping something the team did not expect. At Quantum Cars I grew organic traffic 127% in six months to Top-3 local rankings through SEO, GEO and AEO, manage £84K a year in ad spend across paid and third-party platforms, and reconfigured how the business uses AutoTrader with the right features and setup. I work AI-first, building automation that removes manual hours so the team can focus on what needs a human. MBA in International Marketing (Distinction). Eligible for UK Skilled Worker sponsorship.

CORE STRENGTHS

- **AI & marketing automation:** Zapier, n8n and Gemini API workflows for review responses, lead management and document generation, removing around 10 manual hours weekly.
- **SEO, GEO & AEO:** Top-3 local rankings and +127% organic traffic through technical SEO, schema markup, link building and optimisation for AI-powered search.
- **Growth & paid media:** +127% organic traffic, Top-3 local rankings, and £84K annual ad budget managed across paid and third-party platforms.
- **Team & project leadership:** built and ran an events company to 250+ events, with on-the-ground teams of up to 50 across a core crew and vendors, and budgets up to £300K.
- **Analytics:** GA4, Looker Studio, attribution modelling, ROAS and conversion tracking.

EXPERIENCE

Digital Marketing & Operations Lead

Nov 2024 - Present

Quantum Cars Limited, London

- AutoTrader was already a core channel but not set up with the right features; got the platform configuration, listing taxonomy and content quality right to lift visibility and lead quality.
- Manage £7,000 a month (£84K a year) across Google Ads, Meta Ads, AutoTrader, AA Cars and Facebook Marketplace, tracked in GA4 and adjusted on what actually converts.
- Grew organic traffic 127% in six months and reached Top-3 local rankings through local SEO, schema markup and GEO/AEO for AI search engines.
- Built 3 production AI automation workflows (Zapier, n8n, Gemini API) for vehicle database management, review responses and document generation, removing around 10 manual hours weekly.
- Set up an on-site document system so staff can capture, store and share customer documents in seconds, helping the team close sales faster.

Digital Marketer

Aug 2023 - Nov 2024

Quantum Cars Limited, London

- Launched the company's social presence across Instagram, Facebook and TikTok from scratch, including content, scheduling and tracking.
- Grew organic traffic 127% in six months through local SEO, mobile UX fixes and content matched to real search intent.
- Promoted to Operations Lead after about a year on the strength of results across marketing and operations.

Freelance Marketing & Digital Consultant

Apr 2024 - Present

Self-Employed, London

- Hichki Indian Restaurant: +426% Instagram engagement through influencer campaigns and +173% local search visibility through structured SEO, plus events and email.
- AVA Steakhouse & Grill: website project management, SEO with GEO and AEO, Google Ads and review management, with consent and data capture configured properly.
- CityMove Property: scoped and managed the rebuild of a 7-page site into a property marketplace with individual listings, clean URLs and SEO from the start.
- PT Motion Events: ran the ecommerce booking platform from brief to launch, managing the developer team and stepping in when they got stuck.
- Thrivestone Property: managed delivery of a real estate investment platform with integrated SEO and GEO.
- Gates Cars (MOT & Repair): website project lead and SEO strategy.
- Building an invoicing tool for an alloy wheel repair business, cutting invoicing from 15 minutes to under 2, with a

client tracker and payment history.

Founder

2019 - 2023

Asquare Events, India

- Built and ran an events company from the ground up to 250+ events over four years, with guest counts up to 3,500.
- Led on-the-ground teams of up to 50 across a core crew and vendors, with budgets up to £300K.

EDUCATION

- **MBA in International Marketing, Distinction** | Coventry University, London | 2023 to 2024
- **BBA in Marketing, First Class** | Karnataka University, India | 2018 to 2022

SKILLS & TOOLS

Skills: AI marketing automation, SEO, GEO and AEO, local and technical SEO, schema markup, link building, PPC and Google Ads, ROAS and conversion optimisation, attribution modelling, A/B testing, customer journey mapping, content strategy, social and influencer marketing, email marketing, team leadership, budget and P&L management, stakeholder communication, agile project management.

Tools: Google Ads, Meta Ads, Google Merchant Center, GA4, Google Search Console, Google Tag Manager, SEMrush, Ubersuggest, Yoast, HubSpot, GoHighLevel, Mailchimp, Klaviyo, Zapier, n8n, Gemini API, Notion, Trello, WordPress, Shopify, WooCommerce, Wix, Canva, Photoshop, Premiere Pro, CapCut.

CERTIFICATIONS

- Google Digital Marketing & E-commerce Professional Certificate, Google
- CMI Level 7 Diploma in Strategic Management and Leadership Practice, Chartered Management Institute
- Google Ads Certification, Google
- Project Management Foundation (Communication), Project Management Institute (PMI)