

ALANKRATI RASTOGI

MARKETING AND COMMUNICATION MANAGER

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PROFESSIONAL SUMMARY

Strategic and creative Marketing Manager with 3+ years of experience in brand marketing, content strategy, and digital campaign management. Proven track record of leading cross-functional teams, creating high-performing creatives, and managing campaigns across YouTube, Instagram, and in-app platforms. Adept at data-driven decision-making, creative briefing, GTM strategy development, and stakeholder collaboration.

PROFESSIONAL EXPERIENCE

PORTER.IN

MAY 2022 – PRESENT, BANGALORE, INDIA

Manager – Marketing and Communications

MAY 2023-PRESENT

- Launched full-funnel integrated campaigns (e.g., referral campaigns, feature launches) with defined GTM strategies—resulting in tangible outcomes like a 27% increase in supply through the referral campaign.
- Analyzed campaign performance and audience insights to refine messaging, boost CTR by 25% and engagement by 30% across digital assets, and continuously optimized content strategy.
- Led brand storytelling initiatives across Instagram (~20k followers) and YouTube, increasing average view duration and follower growth through data-driven optimization and audience insights.
- Managed the content production lifecycle from ideation to post-launch analysis, including scripting, filming, editing, and publishing of over 100+ videos, carousels, and digital banners.
- Oversaw in-app banner strategy, campaign creative briefs and creative development, aligning visuals with product launches, promotions, and seasonal campaigns.
- Implemented a creative review workflow, streamlining stakeholder feedback and reducing asset turnaround time by 25% while maintaining brand and production quality.
- Collaborated with paid media and performance teams to develop scroll-stopping creatives for ad campaigns, resulting in a 15% higher ROAS for video-first ad sets.
- Collaborated with UX and design teams on website design and user journeys while also working closely with customers to develop case studies and blogs to enhance SEO.
- Conducted extensive customer and market research, supporting product marketing and PMF discovery, leading to a 20% increase in top-of-funnel engagement.
- Monitored trends and competitor content to keep the brand culturally relevant and agile in response to platform shifts, algorithm changes, and audience preferences.

Business Development Manager - Sales

May 2022- April 2023

- Led a team of 16 inbound and field sales agents, over-achieving quarterly targets by 13% and observed a 35% increase in revenue.
- Acquired large enterprises for the business and facilitated smooth launch and user training, achieving about 25% monthly growth in the existing portfolio.
- Represented Porter at multiple summits and events enhancing brand visibility and securing 10 new accounts, contributing approximately INR 70k in monthly recurring revenue.
- Developed, executed & improved sales strategies, improving lead conversion rates from 58% to 70%, Defined key metrics for the sales team, improving lead onboarding turnaround time from 10 to 4 days, enhancing customer experience and retention.
- Enhanced the lead funnel through initiatives like referral programs and strategic partnerships, leading to a 15% increase at the top of the funnel.

- Established protocols to improve lead filtering, conducted regular product training sessions and incentivized onboardings to enable faster onboardings.

DHL EXPRESS

MUMBAI, INDIA

Management Trainee

JUN 2021 – JULY 2021

- Led a research project analyzing the effectiveness of DHL's Learning & Engagement initiatives during the pandemic, focusing on employee well-being and retention.
- Conducted surveys and created motivational content through videos and podcasts to keep enhancing both physical and emotional engagement of remote employees during the pandemic.
- Proposed improvements to the company's Learning and Development programs, resulting in actionable recommendations that were presented to senior leadership and presented during their annual celebration.

CORE COMPETENCIES

- Brand Marketing • Content Strategy • Creative Direction • Digital Campaigns • Social Media Management
- Video Production • Influencer & UGC Campaigns • SEO • Performance Marketing • GTM Strategy
- Stakeholder Collaboration • Market & User Research • Campaign Analytics • Customer Engagement

TECHNICAL & CREATIVE SKILLS

- Apxor • Sendbird • Moengage • Google Analytics • Mixpanel Typeform • Digital Ads (YouTube, Instagram) • Adobe Creative Suite (Photoshop, Premiere Pro) • Canva • Figma • YouTube Studio • Salesforce • Metabase • Excel • JIRA • Appsmith

CERTIFICATIONS

- The Fundamentals of Digital Marketing – Google • Google Analytics Advanced – Google
- Excel 2019 Essential Training – LinkedIn

EDUCATION

FORE SCHOOL OF MANAGEMENT,

[M.B.A. – Marketing & Operations - GPA: 8.20/10]

DELHI, INDIA

2020-2022

ABES ENGINEERING COLLEGE

Bachelor of Engineering – EC – Score: 6.6/10

GHAZIABAD, INDIA

2014-2018