

## Professional Summary

Metrics focused Digital marketing enthusiast with approx.12 years' experience who has successfully developed the company's digital activity across all existing online platforms. Effectively planned and implemented digital campaigns for B2C & B2B brands to drive revenue,ROI and nurture brand awareness. With strong data analysis skills, I can speed up decision making. Handled a team of marketing professionals to meet the company's objectives. A 360 degree view towards marketing makes me proficient in Sales Enablement and planning & execution of offline events also.

### PROFESSIONAL EXPERIENCE

12 years




Senior Manager – Marketing (HOD)

Mar '19 – Jun'22

#### Responsibilities


- **Working as Marketing Head and responsible for all the marketing and business development activities**
- Handle **brand building, marketing communication, digital marketing and promotional activities.**
- Manage **competition tracking, product performance management and analysis of existing products and new launches)**
- Supervise **Content Marketing** to generate website traffic
- Plan & execute **quarterly customer feedback meetings** to understand customer pain points, product usage and translate them to features by working closely with the Product team
- Execute brand positioning, messaging, creative development, media planning/buying and channel management focused on improving brand awareness and maximizing **consumer acquisition and retention.**
- Study **User journey and User behaviour** with varied marketing tools like crazy egg, Mix Panel, Branch, Google Tag Manager, & Google Analytics
- **Collaborate** with **Sales team and Product team** for real time optimization of marketing communication
- Build **cross-functional relationships** and enable others to leverage product marketing services
- Establish new channels for customer acquisition through **Brand Partnerships**
- Experience in **GTM planning and execution** while working cross-functionally with sales, product, marketing, client services and other customer-facing teams
- **B2B Marketing** for **SaaS** based products and services
- Competitive digital tracking through **Similar web, Google Analytics & Google Trends**
- Strategize **marketing automation** for nurturing leads in the sales funnel.
- Prepare Monthly/ Quarterly marketing on **Google Data Studio** reports for senior management with a strong focus on ROI
- Plan **Email Marketing** campaigns using tools like MailChimp, GMass, Sendy, WoodPecker etc for lead generation

	<ul style="list-style-type: none"> <li>● <b>Built strong team dynamics and mentoring to build skills</b> resulting in overall <b>team development</b></li> </ul>
<b>Achievements</b>	<ul style="list-style-type: none"> <li>● Marketing Spends optimized by 30% with improvement in Revenue by 20%</li> <li>● Brand search volume increased by 50%</li> </ul>

	
Info edge India Pvt Ltd Senior Manager - Marketing	Sep'15 – Aug'18

<b>Responsibilities</b>	<ul style="list-style-type: none"> <li>● <b>Strategize &amp; implement digital marketing plans</b> to achieve business objectives</li> <li>● Timely <b>communication with Senior Management</b> on Digital strategy and its impact</li> <li>● <b>Prepare a monthly digital plan</b> for efficient and effective digital execution.</li> <li>● <b>Collaborate with internal stakeholders</b> (Prod/Tech/Sales)</li> <li>● Coordinate with Product and Tech team to know latest product changes and give feedback basis user research</li> <li>● <b>Work with design team</b> to deliver effective creative executions</li> <li>● <b>Collaborate with Media and User Research teams</b> to understand consumer problems and needs to help build a stronger product</li> <li>● Study business data from each digital medium to best optimize the mediums and achieve business numbers</li> <li>● Plan &amp; manage execution and delivery of targeted B2C marketing campaigns in varied digital channels.</li> <li>● Proficiently handle <b>SEM</b> (Google + Bing), <b>Social, affiliates &amp; Display</b> for customer acquisition in India and NRI markets with target CPL</li> <li>● <b>Plan and execute app install campaigns for India</b></li> <li>● Create Effective landing pages and then test them using <b>Google optimize</b></li> <li>● Competitive digital tracking through <b>Similar web, Google Analytics &amp; Google Trends</b></li> <li>● Identify areas of improvement &amp; opportunities for <b>SEO</b> and paid search</li> <li>● <b>Study user journey</b> from each digital channel</li> <li>● Research, evaluate and implement digital advertising on new platforms with <b>rate negotiation</b> ensuring high ROI through various display channels/partners</li> <li>● Working knowledge of <b>GTM (Google Tag Manager)</b></li> <li>● Devise and execute branding campaigns on <b>Youtube and Facebook</b></li> <li>● Handle large budgets (INR 1Cr/month) for branding and lead generation with a sharp focus on ROI</li> <li>● <b>Mentor new joiners and colleagues</b> on best digital practices</li> </ul>
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<b>Achievements</b>	<ul style="list-style-type: none"> <li>● Total leads grew by 37% YOY while CPA grew by only 5%</li> <li>● Paid Conversion Rate improved by 14%</li> <li>● Leads through App promotion grew by 10%</li> <li>● Google leads from only Search grew by 50% YOY</li> <li>● Facebook Leads up by 50% YOY</li> <li>● NRI leads up by 40% YOY</li> <li>● 'Marketing Wizard' award conferred 2 times in a row in 2017 &amp; 2018 resp. for commendable Digital media planning and execution</li> </ul>
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 <p><b>Changyou India</b> <b>Manager- Digital Marketing</b></p>	<b>Aug '14 – Aug'15</b>
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<b>Responsibilities</b>	<ul style="list-style-type: none"> <li>● Work closely with all relevant stakeholders like Product, Content and Tech to build impactful online presence</li> <li>● Measure and report performance of all digital marketing campaigns and assess against goals</li> <li>● Identifying areas of improvement &amp; opportunities in organic search</li> <li>● Strategize <b>content strategy</b>, develop brand awareness, generate traffic and app downloads through <b>Social Media Marketing (SMM) and SEM</b></li> <li>● Generate <b>Leads for app monetization through LinkedIn</b></li> <li>● App Store Optimisation (ASO) for improving app ranking in Google Play Store</li> <li>● Plan, manage and execute <b>online PR by gaming bloggers</b> for the product</li> <li>● <b>Conceptualizing and executing offline events</b> for the brand</li> </ul>
<b>Achievements</b>	<ul style="list-style-type: none"> <li>● Twitter Followers increased by 22%</li> <li>● Facebook following increased by 27%</li> <li>● App downloads up by 19%</li> <li>● CPI reduced by 15%</li> <li>● DAU up by 10%</li> </ul>



Sahara India Pariwar  
Assistant Manager- Marketing

May '13 – Jul '14

<b>Responsibilities</b>	<ul style="list-style-type: none"> <li>● <b>Shortlist agencies</b> in different areas viz. Digital, Direct Marketing, Events &amp; Email Marketing</li> <li>● <b>Brief the Agency</b> on the product and outline the deliverables</li> <li>● Follow up &amp; interact with the shortlisted Agencies and address any queries</li> <li>● <b>Strategize Direct Mailer campaign</b> including Lead Generation, Brand Communication, Brand Reinforcement and Customer Loyalty/ Customer Relationship</li> <li>● <b>Negotiate &amp; facilitate Purchase</b> of Ultra High Net Worth Individuals (UHNI) <b>Database</b> for a Real Estate Luxury Project</li> <li>● Plan end-to-end Sales pitch and experience for the customer</li> <li>● <b>Sales Enablement</b> by coordinating with the Ad agency and Sales team for preparing the Sales collaterals</li> </ul>
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Infosys Technologies Limited  
Testing Executive

Sep '08 – Apr '11

<b>Responsibilities</b>	<ul style="list-style-type: none"> <li>● Perform Functional and Non-Functional Testing – Regression, Integration, System and Front-End testing</li> <li>● Requirement analysis, prepare Test Plan, Test Scenario &amp; Test Cases and Test Execution</li> <li>● Support client in functionality related issues, ad hoc testing and production support</li> <li>● Automation of Test Cases using MS SQL queries</li> <li>● Defect Tracking and reporting</li> <li>● Knowledge Management and Tools &amp; Reuse anchor for the account</li> </ul>
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**EDUCATION**

Year	Degree	Institute	%
2011- 2013	PGDM	K.J. Somaiya Institute of Management Studies & Research, Mumbai	69.40%
2005- 2008	B.Sc. I.T	S.K. Somaiya College of Arts, Commerce and Science, Mumbai	70.00%
2003 - 2005	HSC	Wilson College of Arts & Science, Mumbai	78.33%
1993- 2003	SSC	Canossa Convent High School, Mumbai	83.84%
2005-2008	GNIIT	Diploma in Software Engineering	