

Simran Tuteja

BRAND MANAGEMENT | GROWTH AND RETENTION |
INTEGRATED MARKETING | CAMPAIGN MANAGEMENT |

PERSONAL INFO

24 months experience in developing effective marketing strategies, designing end-to-end marketing campaigns, and establishing high-impact engagement channels to achieve business growth.

EDUCATION

Post Graduate Diploma in Management- Marketing NMIMS	2019-2021
Bachelor of Commerce- Management Institute for Excellence in Higher Education	2016-2019

EXPERIENCE

Marketing Manager January 2023-Present
Chqbook

- Worked closely with the strategic alliance and founders' team to devise and implement **customer acquisition, brand management** and **retention marketing campaigns**.
- Launched and managed successful marketing campaigns through digital and offline channels, resulting in a 20% boost in **customer acquisition** along with driving **customer engagement** and **brand visibility**.
- Initiated, structured, and developed a **Whatsapp Bot** for all products.
- Led data-driven **growth marketing** and **CRM** efforts across multiple channels, including email, push notifications, SMS, WhatsApp, and in-app banners.
- Executed an integrated content marketing strategy, resulting in a significant increase in **website traffic** and improved **search engine** rankings, with an average DAU of 10,000.
- Led the development and implementation of a **comprehensive marketing strategy**, resulting in a 18% increase in **cross-selling**.
- Directed the end-to-end development of **marketing collaterals**, encompassing website content, multi-channel campaigns, corporate communications, and social media content, culminating in a 25% MoM increase in digital footprint.
- Collaborated with cross-functional teams to launch a new health product and engagement tool as part of a **product marketing** campaign.
- Achieved individual targets and grew account profitability by bringing in inflows while maintaining a high service standard and compliance.

Marketing Associate August 2021-November 2022
Stockal

- Contributed directly to revenue growth for the organisation by initiating, structuring, executing and maintaining multiple **funding** and **renewal** campaigns accounting for an average revenue of nearly \$400K.
- Launched a new premium plan for a major partner and generated a revenue of INR 20 lacs in October 2022.
- Executed **growth marketing** and **CRM** campaigns using email, push notifications, SMS and in-app banners, resulting in a 23% increase in user engagement.
- Responsible for the company's and partners' **retention marketing** (end-to-end). Grew the retained customer base from 17% in 2021 to 38% in 2022.
- Responsible for **Online Reputation Management** (end-to-end). Increased the ratings from 3.6 to 4.3 on Playstore through integrated marketing.
- Undertook and assisted in various **social media campaigns** and **influencer marketing** campaigns as a part of brand management.
- Designed and worked on Company's landing page for the mobile app (end-to-end)
- Undertook special campaigns like festive campaigns and IPL campaigns, driving revenue of millions.
- Worked on special projects like YouTube (scripts/plan/promotions), SEO, Affiliate partnerships, Quora (end to end), etc.

INTERNSHIPS/LIVE PROJECTS

- CATKing Educare- Digital Marketing
- Engage 7x-Mentorship and Business Development
- Fillion Solutions-B2b client retention
- MPPMCL-Management trainee
- Make a Difference-Academic Support Volunteer
- NIWCYD-Academic Support Volunteer
- Sounds of Silence-Social Media marketing and fundraising



CONTACT DETAILS

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[LinkedIn](#)

Bangalore

CORE COMPETENCIES

- Campaign Planning & Execution
- Multi-channel Marketing Initiatives
- Social Media Marketing
- Brand Management
- MarTech
- Product Marketing
- Customer Retention
- Growth Marketing
- Creative Thinking
- Customer Acquisition
- Project Management
- CRM
- Demand Generation
- Marketing Automation Tools (WebEngage and MoEngage)

CERTIFICATIONS/ PUBLICATIONS

- Certification in Fundamentals of Digital Marketing by Google
- Short-term training workshop on Alternative Finance from Institute for Technology and Management.
- Certification in Financial Modelling organized by Fincorp, NMIMS
- Published Research Paper on "A study on the Hospitality Industry" in a journal "HORIZON-A Biannual Periodical"
- Training workshop on Organizational Behavior from Centre for Research and Industrial Staff Performance.
- Diploma in Human Resource Development