

PROFILE SUMMARY

Marketing Manager with 8+ years of experience across IT, EdTech, E-commerce, and Banking industries. Skilled in planning and execution of Marketing strategies, Product Marketing, Performance marketing, Event Management, Vendor Management, and Sales. Adept for driving growth through data-driven strategies, marketing campaigns, cross-functional team and leadership. Looking to leverage my expertise to deliver measurable marketing impact.

CORE COMPETENCIES

- Strategic Marketing Planning
- Social Media Marketing
- Market Research and Analysis
- Campaign Management
- Cross-Functional Team Leadership
- Customer Engagement Techniques
- Data- Driven Decision Making
- Stakeholder Management
- Resource Optimization

WORK EXPERIENCE

Sangam, Bengaluru

Marketing Manager

Since October 2024

- Orchestrating email marketing strategies, optimizing campaigns to consistently achieve and maintain a 5% engagement rate, driving sustained audience interaction.
- Driving the creation and implementation of extensive marketing strategies across multiple channels, ensuring they align with the organization's goals while improving brand visibility
- Executing thorough market research to uncover new trends and insights, aiding in the development and management of the company's online presence, including optimizing the website.
- Supervising all internal and external marketing activities, guaranteeing efficient communication and collaboration with clients to improve service delivery and overall satisfaction.

Equinox Tech Solutions, Bengaluru

Responsibilities as Performance Marketing Manager:

July 2023 - September 2024

- Executed A/B tests on ad creatives, enhancing click-through rates (CTR) by 18%, optimizing performance and user engagement.
- Partnered with the design team to craft compelling, high-performing ad creatives aligned with campaign objectives.
- Utilized Google Analytics and Microsoft Clarity to monitor campaign performance, deriving actionable insights for continuous improvement.
- Implemented a range of focused marketing campaigns that dramatically enhanced social media visibility, increasing Instagram followers from 30 to 38,000 and YouTube subscribers from 3,000 to 60,000.

Responsibilities as Project Manager:

- Collaborated with internal teams and external stakeholders, including Infosys, to successfully deliver 3+ transformative projects (Blockchain, AI in Utilities, and EV Charging Stations), elevating client satisfaction by 20%.
- Led a cross-functional team of 5 designers and developers, producing 10+ high-quality storyboards and improving workflow efficiency by 25%.
- Developed and fine-tuned marketing strategies for the Learnyn project, achieving a 10% increase in ROI within six months.
- Implemented data-driven decision-making, reducing customer acquisition costs by 12% and improving conversion rates by 8%, resulting in optimized marketing spend and increased business growth.

Sangam, Bengaluru

Marketing Manager

January 2023 – June 2023

- Led the execution of high-impact marketing campaigns, driving a 15% increase in lead generation and boosting overall brand visibility.
- Conducted in-depth market research across three regions, uncovering key trends that resulted in a 10% ROI growth, even with a constrained budget.
- Strategically managed email marketing initiatives, optimizing campaigns to sustain a robust 7% engagement rate.
- Directed budget allocation and resource management, achieving a 12% reduction in costs while preserving the effectiveness and reach of marketing efforts.

Byjus, Bengaluru

Marketing Manager

January 2018 - December 2022

- Spearheaded the launch of over 10 digital campaigns, generating 10,000+ leads and driving ₹50+ Lakhs in revenue for Byju's.
- Conducted A/B testing for ad creatives, boosting click-through rate (CTR) by 18% and enhancing campaign performance.
- Collaborated with the design team to craft high-impact ad creatives aligned with campaign objectives.
- Utilized Google Analytics to monitor campaign performance, enabling the implementation of data-driven optimizations.
- Designed and executed region-specific BTL (Below the Line) and ATL (Above the Line) activations across Bangalore, supporting new product launches and corporate campaigns (BTLA, BTC & BHT).
- Managed a cross-functional team of 48 (3 Account Managers and 45+ BDEs), driving 5% conversion rates and generating ₹10+ Lakhs in weekly revenue through offline campaigns, closely collaborating with the Sales team.
- Led asset acquisition at institutional levels (Railways, Expos, HP Fuel Stations), and secured deals with major supermarket chains (Reliance, Royal Mart), achieving a 15% reduction in annual marketing expenses.
- Directed strategic collaborations with media agencies (TOI, Vijay Karnataka, The Hindu), boosting brand awareness for the DSSL campaign by 25%.
- Analyzed business data using Tableau and internal CRM tools, optimizing KPIs (CPL, CPA, O/L) and consumer insights, leading to a 3.5% conversion rate and a 30% increase in product penetration and brand visibility.
- Partnered with organizations like Memory Makers, SpiceJet, BookMyShow, and PhonePe for joint campaigns, generating 12,353 leads for BTLA and driving ₹50+ Lakhs in revenue with a 3.5% conversion rate.
- Streamlined marketing expenditures by 15% through renegotiating contracts and optimizing resource allocation, enhancing campaign efficiency.
- Fostered key stakeholder partnerships, improving customer retention by 10% and driving overall satisfaction through targeted acquisitions.

PREVIOUS EXPERIENCE

Flipkart, Bengaluru

Catalog Specialist

October 2014 - September 2015

- Awarded for the efforts in creating a benchmark in Flipkart

Kotak Securities Pvt. Ltd., Bengaluru

Associate

September 2013 - July 2014

IT SKILLS

- Agile Methodologies:** Agile frameworks, sprint planning, backlog prioritization, iterative development
- Data Analysis:** Google Analytics 4, Microsoft Clarity, Excel, Tableau, JIRA
- Design and Collaboration Tools:** Canva, Miro, Figma
- CRM Tools:** Lead Squared, Microsoft Office

EDUCATION

- Master in Business Administration - Marketing - 2017**
MP Birla Institute of Management
- Bachelors of Business Management - Marketing – 2013**
Institute of Business Management and Research

CERTIFICATIONS

- Performance Marketing – Growth School, September 2024 – December- 2024
- Digital Marketing and Google Ads Certified - Udemy
- Product Management - Duke CE & UpGrad, October 2023 - April 20

PERSONAL DETAILS

Address

: Bangalore

Date of Birth

: 21st November 1992

Languages Known

: English, Hindi, Kannada, Tamil, Telugu