

Ankit Momaya

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Skills & Expertise

Entrepreneurial; Passionate Digital Marketer; Well versed with web, mobile, database technologies; Quick Learner; Ability to lead; Multi-tasking; Excellent analytical & problem solving skills; Customer segmentation & targeting; SEO, SEM (Google & FB PPC), Google AdWords and Analytics; Omniture; Email Marketing; Social Media Marketing & ORM

Professional Work History (7.5 Years)

MyNewCar.in (November 2014 - till date)

Head Digital Marketing

- Define branding & marketing strategies (long-term & short-term) that include developing a suitable Marketing Mix, Market Segmentation & Customer Target Groups
- Ideate and implement branding, acquisition and reputation campaigns at the brand & product level
- Consumer insights & engagement – customer and marketing insights/analytics to increase campaign efficiency & effectiveness while fostering greater customer relations while building brand health
- Marketing & strategic alliances – Develop possibilities for top line growth through alliances, affiliates and partnerships
- Budget management including periodic reconciliations, own the P&L and measure ROI while managing the costs associated in the mix
- Look after operations which are timeline driven in conjunction with internal & external stakeholders
- Work in tandem with internal teams to formulate short term & long term sales planning and 360 degree marketing campaigns (ATL, BTL, Digital & Mobile)
- Develop & maintain relationships with agencies, media houses & vendors for the related activities
- Track & monitor the marketing initiatives and campaigns; reporting & optimising the marketing campaigns
- Liaise with the call center team & continuously improve conversion ratio, know customer insights & develop campaigns
- Resource planning & managing

Karvy Stock Broking Limited (October 2013 - December 2014)

Division: Karvy Private Wealth, Karvy Realty, Karvy Capital and Karvy Investment Advisory Services Ltd.

Deputy Manager – Marketing

- Plan and implement KPW marketing activities which includes – Branding, acquisition, reputation & retention
- Work closely with sales to identify, plan and execute stand-alone and co-branded marketing campaigns
- Build alliances for branding opportunities while developing communication & co-laterals
- Develop customer insights and marketing plans to increase campaign efficiency & greater customer relations
- 360 degree digital marketing (Search marketing, Social media marketing, Email marketing, Mobile marketing, BTL & PR activities)
- Devise & successfully apply customer engagement & loyalty programs; client communications
- Launch the annual India Wealth Report by KPW and engagement activities for the pre & post the launch
- Manage multiple agencies & vendors for the related activities; work closely with compliance team
- Budgeting & reconciliation

Reader's Digest Books & Home Entertainment India Pvt. Ltd. (December 2011 – August 2013)

Product Executive – Digital & New Initiative

- Conceptualize, develop & execute digital marketing campaigns – Branding, Acquisition, Retention & Resuscitation
- Budget management including quarterly reconciliations; devise a full year plan
- Detailed analysis of customers based on their activity & interest levels; develop programs/plans for each of these categories with business goals
- Create strategy for new initiatives – BTL and other on ground activities & manage for the same
- Provide inputs into planning, testing and development of marketing best practices locally and globally
- Segment and target on the basis of a set of analysis - demographics, day & time of response, etc
- Work closely with creative teams while fostering an open dialogue to deliver the best creative execution

Arihant Traders (May 2009 to July 2011)

Manufacturer and Retailer of Branded Tea, Super Stockiest of Incense sticks

Marketing Manager

- Brand Building, Bootstrapping, Relationship Management and Integrated Marketing
- Develop marketing strategies along with brand specific communication & promotional plan
- Planning & executing branding and promotional activation, sponsorship, events and exhibitions
- Promotional & customer relationship building activities, loyalty program and expansion plans
- Support business sales by designing regional marketing strategy
- Create new markets with sustainable growth; Manage a right mix of retailers, wholesalers and dealers

Brands Eye & Brand Box (August 2009 to May 2011) [Freelancing]

- SEO & Adwords campaign, Social marketing

Informa India (July 2008 to March 2009)

Professional Media Company organising B2B events in India

Online Marketing Executive

- Run, maintain and optimize the PPC (pay-per-click), SEO campaigns and SMM campaigns
- Creating and managing e-mail campaigns
- Liaise with the creative team to design the web-site and the online creative
- Maintain cordial relation with the online partners and online media

Achievements

- Over 600% return on hire for Reader's Digest
- Instrumental in converting Arihant Traders into a profitable unit
- Part of the 'Best Project Team of the Year 2008-2009' at Informa India
- Received 'Employee of the Month' award once at Informa India

Academic Qualifications

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| 2014 | Certificate Marketing course from Wharton University of Pennsylvania |
| 2011-2014 | M.M.M. from Jamnalal Bajaj Institute of Management Studies, Mumbai – Mumbai University |
| 2005-2008 | Bachelors of Management Studies from Mithibai College, Mumbai – Mumbai University |

Additional Information

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| Date of Birth: | September 11, 1987 |
| Gender: | Male |
| Marital Status: | Married |
| Hobbies & Interests: | Singing, Travelling, Cooking |
| Languages known: | English, Hindi, Kutchi, Gujarati, Marathi |

All the information provided above is true to the best of my knowledge.