

# Durgesh Kaushik

Head of Online Marketing - SMB - Asia Pacific at Facebook

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## Experience

### **Head of Online Marketing - Asia Pacific at Facebook**

March 2014 - Present (1 year 1 month)

Leading online marketing for the Asia Pacific region. Designed and executed several regional online marketing campaigns to acquire, grow and educate SMB advertisers in APAC countries. Current responsibilities:

- Leading demand generation for the Facebook Go program ; driving over million dollars in revenue per month
- Managing an annual social media and SEM budget of \$10 million with a consistent 5X ROI
- Helping develop infrastructure for customizing global campaigns for different regions including APAC, LATAM and EMEA

### **Country Head of Social Media and SMB - (Dy. General Manager) at Reliance Jio Infocomm (4G)**

August 2013 - March 2014 (8 months)

During my stint at Reliance Jio Infocomm, I led the SMB product marketing and social media marketing, developed digital marketing plans, defined SMB solutions and go-to-market solutions and worked on the overall business plan. I also led marketing for the first alpha launch of 4G services. Developed and led a taskforce of seven members that launched brand Jio, drove demand generation, retention and growth campaigns, and product insights. Achieved 150% demand generation targets and over 50% feedback participation rate.

*1 recommendation available upon request*

### **Marketing Manager - Europe, Middle East and Africa (EMEA) at facebook**

February 2012 - August 2013 (1 year 7 months)

As an SMB Marketing Manager at Facebook, I designed and rolled-out acquisition and customer lifecycle programs in priority markets around the world, with a focus on EMEA and LATAM. I owned and managed various offline and online channels like Facebook pages and ads, SEO, SEM, email marketing, direct mail, co-marketing, partner marketing and call centers to cost-effectively target small to medium sized businesses. I directed and executed demand generation programs to deliver high quality, warm leads for the inside sales teams to drive multi-million dollars in revenue. I collaborated with globally distributed marketing and cross-functional teams to deliver high impact marketing programs across EMEA and LATAM.

*1 recommendation available upon request*

### **Marketing Manager (Head) at InfoStretch Corporation**

June 2010 - February 2012 (1 year 9 months)

Collaborated with the CEO to define the overall marketing strategy for the company. Defined the overall marketing mix; built the marketing team from ground-up and executed several innovative marketing and

branding programs. Led the development of marketing collateral, directed webinars, marketing campaigns and PRs. Developed and executed the business plan and go-to-market strategy for company's SaaS based test management tool – QMetry, QA, SaaS and Mobile Testing and Certification solutions. Directly reported into the CEO and co-founder of the company.

*1 recommendation available upon request*

### **Marketing Manager (Head) at QMetry**

June 2010 - February 2012 (1 year 9 months)

Increased the number of qualified leads generated through various online channels by over 50X in 12 months, resulting in the acquisition of more than 98% of QMetry's customers. Overtook competitors and incumbents in search rankings for main keywords through an effective SEO and social media strategy. Represented QMetry in conferences and led the end-to-end lead management. Led the development of content for product website and collateral to represent QMetry's value proposition to current and potential customers. QMetry is a subsidiary of InfoStretch and is operated as an independent entity.

### **Strategy and Technology Consultant at Open Mind**

April 2009 - May 2010 (1 year 2 months)

Worked closely with the CEO to develop strategy for Question Box project in India; performed market research and developed financial models to evaluate sustainability of the project. Developed relationships with potential partners in India; Setup meetings with key decision makers; developed a comprehensive partnership model that will help in making the program self-sustaining. Question Box (<http://questionbox.org/>) is Open Mind's initiative that helps people find answers to everyday questions like health, agriculture, business, education and entertainment. It provides easy access to information in hard-to-reach areas and breaks through technology, language and literacy barriers.

### **Social Network Research at New York University - Stern School of Business**

January 2010 - April 2010 (4 months)

Researched on how social networks affect work dynamics at different organizations. Collaborated with Prof. David Obstfeld to develop a software program to enable companies analyze the workplace social networks and drive better team work.

*1 recommendation available upon request*

### **Teaching Assistant & Graduate Student Researcher at University of California - Irvine**

September 2009 - April 2010 (8 months)

Teaching assistant for IT Management and Organizational Behavior. Delivered presentations and coached MBA students on various topics including social networks and digital strategy.

*1 recommendation available upon request*

### **Marketing and Strategy Consultant at InfoStretch Corporation**

June 2009 - December 2009 (7 months)

Collaborated with the CTO and CEO to develop marketing plan and product strategy for the Infostretch's Quality Assurance, Mobile, SaaS services; Led the social media initiative at the company, created a strong following for company's products and services; generated leads from various social media channels like Twitter, LinkedIn, Blogs and Forums. Developed partnerships strategy; contributed to organizational goal of integrating company's QA tool with other popular tools to provide a complete SDLC platform. Developed relationships with potential customers, presented live demonstrations of the product. Led the Search Engine Optimization(SEO) for Infostretch.com; traffic to website increased 4 folds in 12 weeks

*1 recommendation available upon request*

### **Software Development and Knowledge Management at Dell Perot Systems**

June 2006 - July 2008 (2 years 2 months)

Re-designed the Knowledge Management program for Daimler Chrysler Financial Services project. Launched a knowledge sharing initiative called "DCS Today"-A daily knowledge nugget aimed at promoting automobile and leasing domain in the company. Defined and led training sessions in core technical and financial modules of the automobile leasing application

*3 recommendations available upon request*

### **Summer Intern -Software Development at SIEMENS Ltd**

June 2005 - July 2005 (2 months)

Developed a financial modeling software for analyzing performance of various projects.

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## **Education**

### **University of California, Irvine - The Paul Merage School of Business**

MBA, Marketing & Strategy, 2008 - 2010

Grade: Faculty Fellowship Award

Activities and Societies: Executive VP - Business and Technology Association, VP of Technology - Net Impact, Semi-finalist- 2009 Business Plan Competition, Table Tennis Singles Event champion at C4C Stanford Weekend.

### **Netaji Subhas Institute of Technology (NSIT formerly DIT) - University of Delhi**

B.E., Information Technology, 2002 - 2006

Grade: Ranked among top 0.1% in the All India Engineering Entrance Examination

### **University of Delhi**

Bachelor of Engineering (B.E.), Information Technology, 2002 - 2006

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## **Volunteer Experience**

### **Owner at Connecting The Unconnected**

March 2012 - Present (3 years 1 month)

<https://www.facebook.com/ConnectingTheUnconnected>

### **Sponsor at World Vision**

## Summary

Durgesh is a strong problem solver with the ability to innovate under pressure. His diverse marketing experience ranges from performing in a start-up environment and developing world class marketing teams from scratch, to working in large and globally distributed teams. He has an extensive experience of collaborating with senior management including CEOs, CTOs and board members to craft go-to-market strategies for products, solutions and services. He has a demonstrated ability of leading cross-functional international teams in a highly competitive and results oriented environment. He has managed relationships with multiple stakeholders in complex and fast paced corporate environments to get buy-in for his out-of-the-box ideas backed by solid quantitative and qualitative research. His technical background, combined with strong quantitative abilities enables him to design, launch and scale campaigns that are optimized for ROI. He is a passionate, data driven performance marketer with a demonstrated ability to think scale. He strongly believes in knowledge sharing and strives to build a collaborative environment that drives a focus on impact. He is top performer with strong technology marketing experience, encompassing strategic planning, qualitative & quantitative market research, product marketing, competitive analysis, creative development, lead generation, call centers, database/direct-marketing, SEO/SEM, sales promotion and brand management.

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## Skills & Expertise

**Online Marketing**

**Marketing Strategy**

**Email Marketing**

**Social Media Marketing**

**Digital Marketing**

**Marketing Research**

**SEO**

**SEM**

**Co-marketing**

**Direct Mail**

**Facebook**

**Online Advertising**

**Responsys Interact**

**Marketo**

**MailChimp**

**Salesforce.com**

**Google Adwords**

**Kenshoo**

**Facebook Marketing**

**Mobile Devices**

**Market Research**

**Digital Strategy**

## SaaS

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### Courses

#### **MBA, Marketing & Strategy**

University of California, Irvine - The Paul Merage

School of Business

MBA - Strategy and Marketing

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### Languages

**English**

**Hindi**

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### Honors and Awards

Exceptional Knowledge Contributor, Perot Systems-2008

### Interests

Strategy, Digital Marketing, Planning, Start-ups, New Technology

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### Certifications

#### **Oracle Certified Associate (Oracle 9i)**

Oracle     June 2008 to June 2010

#### **Google Adwords Certified Associate**

Google Inc     May 2011 to May 2012

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## 9 people have recommended Durgesh

"Durgesh packs an incredible "can do" attitude with a strong sense of what matters to business, a combination that ensures he adds value to any role he is in. Coupled with the digital skills he has mastered, makes for a very powerful combination. He is an asset to any organisation he is associated with."

— **Rajeev Suri** ([surrajeev@gmail.com](mailto:surrajeev@gmail.com)), *Senior Vice President, Marketing, Reliance*, managed Durgesh at Reliance Jio Infocomm (4G)

"Durgesh has been one of my best hires during my time at Facebook. Not only does he have all of the qualities of great performance marketers (analytical, results-oriented, technical, and creative), he's also a really nice guy and a great team player. One of his most notable accomplishments was designing launching, analyzing, and optimizing one of our most significant trigger-based email acquisition programs. On a daily basis, you can count on Durgesh to be innovative, hard working, helping others, and cheerful. I highly recommend him."

— **Chris Luo**, *Head of Global SMB Marketing, Facebook*, managed Durgesh indirectly at facebook

"Durgesh is a creative, clear headed , out of the box thinker - attributes that are fundamental to any marketing role. He has the right mix of technical knowledge, marketing knowledge, business strategy and sharp grasping skills. As the marketing manager at InfoStretch Durgesh led and managed our various initiatives that span from website, SEO and campaigns to strategic thinking and research. He is a relentless task master who does not drop the ball through many competing priority projects. He is also a lot of fun to work with. I heartily recommend Durgesh for any organization."

— **Manish Mathuria**, *Founder and CTO, InfoStretch Corporation*, managed Durgesh indirectly at InfoStretch Corporation

"I worked with Durgesh for over 2 years, first as a strategy professor at UC Irvine's Merage School of Business and then at NYU, where he was invaluable in designing a data collection effort for an important social networks research project. Durgesh is an extraordinarily strong problem solver and strategic partner. He was first invaluable in evaluating a social network data collection tool that others had designed in the past. He was instrumental in helping determine that that the tool was no longer adequate. He then helped me evaluate several high visibility programming vendors, determining that none were suitable for the project we

had designed. He located a vendor with the necessary programming abilities who was also competitive on price. Durgesh assisted me in evaluating the progress of the project, ensuring that it met our goals. He was invaluable partner in this project. Beyond his considerable strategic and technical talent, Durgesh is a pleasure to work with. He is always calm and level headed, while simultaneously having the ability to take full control of situations when necessary. I admire how Durgesh not only leads initiatives, but also takes full ownership, ensuring their execution. Finally, Durgesh immediately conveys extraordinarily high integrity to all those with whom he works. I recommend him in the strongest possible terms."

— **David Obstfeld**, *Professor, New York University*, managed Durgesh at New York University - Stern School of Business

"Durgesh is a diligent, sharp guy, and a fast learner. He is easy and fun to get along with. And he is extremely reliable. I first met him when he was my student, and I understand that my class was his first experience with organizational behavior and management. Not only did he get an A. He also became a thoughtful and knowledgeable teaching assistant next time I taught the class. Durgesh won the respect of the students and helped resolve a serious emergency which I would have been unable to resolve without him. I recommend him without reservation."

— **Denis Trapido**, *Assistant Professor of Organization and Management, University of California, Irvine*, managed Durgesh at University of California, Irvine

"Durgesh has in-depth knowledge of product marketing and how to leverage new generation tools to get the industry buzz. He is very detail oriented in his work from conception to realization. His out-of-the-box ideas and follow-up for implementation have been very unique to our product offering and go to market strategy. I would highly recommend Durgesh for business development related activities."

— **Rutesh Shah**, was Durgesh's client

"“Living up to the commitment” is how I will define Durgesh. Both of us worked closely as colleagues at PerotSystems CAS Ltd. for nearly two years. During this tenure I have seen him growing in varied dimensions, may it be technical or management. In every aspect of work he made his presence felt both in the project as well as the organization. In a very short time he was considered to be the most valuable resource of our project. He keeps “Responsibility” at front when it comes to work. Once a task is assigned to him, you never have to chase him to get that done. His ability to grasp financial [domain] knowledge of the project was much praised. This helped him to understand customer requirements to a deeper extent and got reflected in his work too when it comes to fine tuning the deliverables. He is also known to be “Exceptional Contributor of Knowledge Management”. With his born management skills he redefined Knowledge Management in our project. His creativity in organizing team, innovation in knowledge sharing, high proficiency in drafting newsletters, thoroughness in laying down induction plans, knowledge base in circulating daily mailers, leadership in taking new initiatives.... made him unique among the team members. Above all his helping nature and networking skills made him a single point of contact during needy times. He’s always ready to

help you when he is approached and never gets agitated. I wish Almighty blesses him with all Happiness and may all his dreams & desires come true. All the very best, may you become “Face of the Nation”. God Bless."

— **lokesh Vij**, *Associate, Perot Systems*, worked directly with Durgesh at Perot Systems

"Durgesh and I worked in the same customer account from July-06 to July-08. In the last 7 months of this tenure I directly managed him in the capacity of a team leader. His most remarkable characteristic is his excellent attitude towards work. Never ever did he shy away from any responsibility, big or small, that was given to him and gave it his best. This made my life as a team leader a lot easy. Durgesh has always had a great sense of responsibility. Give him a piece of work and rest assured that it will be done on time and will be of a high quality. He never ever needed to be reminded or chased for getting work done as he always treated it as his own responsibility. He also has a very good aptitude and is a quick learner. In fact he started from being a new comer in the team and in a relatively small duration of seven months, became one of the most critical resources of the team and invariably the most difficult tasks used to land on his desk. He was one of the mentors of the core finance modules of the application that we supported and was always there to help others with the same. On top of this, his lively and humorous nature made him everyone's favorite and helped in getting the entire team together. Last but not the least, this feedback would not be complete without mentioning his significant contribution to the organization's knowledge management in form of his daily knowledge nuggets and the newsletters which he created. I wish him all the very best for all his future endeavors."

— **Gaurav Rana**, *Application Support Team Leader, Perot Systems*, managed Durgesh at Perot Systems

"I've known Durgesh for more than 2 years now. He has been consecrate and meticulous towards whatever assignments he worked on. His attitude to take into stride, new challenges is promising and it gives a new aspect to his usability in the team. He's been one of the top-performers whose deliverables adhere to an excellent quality standard. Also, worth a mention here is his knowledge of Auto-Leasing and Financing domain, which has helped him acquire ample expertise about the client and its business (Daimler, UK). Durgesh has also been an active contributor towards Knowledge Management. His creativity and ability to innovate, gave new dimensions to the KM group. Overall, he has the potential to rise as a successful leader in future."

— **Shilpa Bidani**, *Team Leader, Perot Systems*, managed Durgesh at Perot Systems

[Contact Durgesh on LinkedIn](#)