

## ANVESH SEELI

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## PROFILE SUMMARY

Results-driven **Marketing Solution Lead** with **4+ years** of experience in **digital and social media marketing**. Expertise in **customer acquisition, retention, and ROI-driven campaigns**, leading to a **17% YoY growth** and **35% increase in traffic**. Skilled in **data analytics**, optimizing CRM strategies, and driving performance marketing initiatives.

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## EDUCATION

**Indian Institute of Management, Calcutta (2021)**

*M.B.A, Marketing & Organizational Behavior*

**National Institute of Technology, Calicut (2017)**

*B. Tech, Mechanical Engineering*

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## PROFESSIONAL EXPERIENCE

**BRANE ENTERPRISES PVT LTD | Product Leader, Marketing | Mar 2024 – Present**

- Led and developed a high-performing product team of managers, designers, and engineers.
- Aligned product vision with business goals, constructing roadmaps and clear milestones.

**JUBILANT FOODWORKS LTD | Deputy Manager, Marketing | Aug 2021 – Mar 2024**

- Managed **Pan-India** digital marketing campaigns (**Social Media, Facebook, UAC, YouTube, SEM, Influencer Marketing, Partnerships**).
- Achieved **17% YoY growth** in customer acquisition while managing a **₹7 crore** monthly budget.
- Spearheaded **ROI-focused performance campaigns**, prioritizing visibility and profitability.
- Optimized **CRM & in-app strategies**, increasing **traffic by 35%, conversions by 25%, and sales by 11%**.
- Conducted **marketing incrementality tests**, leading to a **₹2 crore+ monthly spend increase** and **8% revenue uplift**.

- Delivered presentations to **30+ stakeholders**, collaborating with **10+ agencies & partners**.

#### **SIMPLY GROW TECHNOLOGIES PVT LTD | Asst. Sales Manager | Dec 2017 – Nov 2018**

- Managed **strategic partnerships** with **35 BSE-listed AMC fund houses & Bombay Stock Exchange**.
  - Expanded SIP book value by **₹120 crores** and lump sum investments by **₹42 crores**.
  - Led **customer acquisition**, generating **12,500+ registrations in 7 months** (peak **190% MoM growth**).
  - Oversaw **customer support operations**, reducing **first response time by 6 hours**.
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## **INTERNSHIPS**

#### **Cloudtail India Pvt Ltd | S&M Intern (Summer 2020)**

- Developed a scalable **Amazon Easy franchise marketing strategy**.
- Led **2 targeted marketing campaigns**, generating **1,500+ leads** and a **5x increase in hot leads**.
- Reduced **cost per hot lead by 96%** through benchmarking analysis.

#### **Jumia Egypt (Live Project)**

- Reduced **return rates by 30%**, identifying **20+ policy improvement opportunities**.
  - Created a **return rate dashboard**, tracking **key performance indicators**.
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## **LEADERSHIP & RESPONSIBILITIES**

#### **ISG Head, IIM Calcutta**

- Led a team of **6 members**, managing **7 online portals** and overseeing the **Learning Management System**.
  - Trained team members, supporting **1,000+ students & 200+ faculty members**.
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## **SKILLS & CERTIFICATIONS**

#### **Marketing & Digital Skills:**

- Digital Marketing (Google Ads, Meta Ads, SEO, SEM, Email Marketing, Programmatic)
- Performance Marketing & CRM Optimization

- Data Analytics (Excel, Power BI, Google Analytics, Amplitude, SQL)
- Customer Acquisition & Retention

**Certifications:**

- **AI-Powered Performance Ads Certification**
  - **Google Ads - Measurement Certification**
  - **Lean Six Sigma Green Belt (KPMG, 2020)**
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## **EXTRACURRICULAR ACTIVITIES**

**School Pupil Leader (DAV'10)**

- Elected **School Pupil Leader (77% majority, 2,000+ students)**.
- Organized **14 inter-school events** and led a team of **25** for Annual & Sports Day.