

PROFILE SUMMARY

Results-driven growth professional with **4+ years of experience** in **revenue planning, pricing strategy, and performance marketing**. Proven expertise in scaling businesses, building acquisition channels, optimizing customer experiences, and driving measurable outcomes through data-driven strategies. Adept at collaborating with cross-functional teams and stakeholders to achieve growth objectives. Passionate about food and building brands from the ground up.

EDUCATION

2021	M.B.A	Indian Institute of Management, Calcutta
2017	B. Tech (Mechanical Engineering)	National Institute of Technology, Calicut

WORK EXPERIENCE

4 YEARS 8 MONTHS

MARS INTERNATIONAL	PERFORMANCE MARKETING MANAGER	June'25-PRESENT
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Digital Media
& Sampling

- Leading Sampling campaigns on Media channels, including **Google Ads, Meta Ads, Payment Partners (Gpay, Phonepe, PayTM), Digital commerce platforms, and offline channels.**
- Leading Social Commerce project to pioneer user shopping experience through social platforms like Instagram shop to drive seamless user journey and improve conversion
- Spearheading the Data-Driven Marketing (DDM) Programme for Mars Pet Nutrition India, focusing on new channel acquisitions to enhance cost efficiencies and revenue generation.
- Responsible for campaign planning, strategy, and liaising between all channel partners and Mars category teams.
- Delivered 655K samples in 3 months **(50% of yearly target)** at **40% reduced Cost per sample.**

BRANE ENTERPRISES PVT LTD	PRODUCT LEADER MARKETING	Mar'24-Feb'25
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Product
Marketing

- Led and developed high-performing product team of product managers, designers, and engineers, fostering a collaborative and innovative culture.
- Aligned product vision with business objectives by constructing robust roadmaps and establishing clear goals.

JUBILANT FOODWORKS LTD	DEPUTY MANAGER, MARKETING	Aug'21 – Mar'24
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Digital
Marketing

- **Managed a diverse digital marketing portfolio** encompassing social media, Facebook, UAC, YouTube, SEM, influencer, affiliate, and brand partnership channels.
- **Drove Pan-India new customer acquisition and retention**, achieving a 17% year-over-year growth rate while managing a monthly budget of 7 crores.
- **Spearheaded ROI and CAC-focused performance campaigns** for the market-leading QSR brand, prioritizing visibility and profitability.
- **Optimized CRM strategies and in-app experiences** to boost traffic by 35%, conversions by 25%, and sales by 11%.
- **Leveraged data analytics platforms** such as Singular, Google Analytics, Google Ads, and Facebook Ads Manager to measure and report campaign performance.
- **Conducted five marketing incrementality tests**, resulting in a 2 crore+ increase in average monthly spend and an 8% uplift in incremental revenue.
- **Employed data-driven insights** to optimize campaigns and troubleshoot challenges. Developed and executed the annual operational plan.
- **Delivered impactful weekly and quarterly presentations** to a cross-functional audience of 30+ stakeholders, collaborating with 10+ partners and support agencies.

SIMPLY GROW TECHNOLOGIES PVT LTD		ASST. SALES MANAGER	Dec'17 - Nov'18
Customer Acquisition & Support	<ul style="list-style-type: none"> ▪ Managed strategic partnerships with 35 BSE-listed AMC fund houses, the Bombay Stock Exchange, and Simply Grow Tech Pvt Ltd. ▪ Drove B2B and B2C growth, expanding the SIP book value by Rs. 120 crores and increasing lump sum investments by Rs. 42 crores. ▪ Achieved rapid customer acquisition, generating over 12,500 registrations in seven months with a peak month-over-month growth rate of 190%. ▪ Oversaw customer support operations, managing a team of 5 to resolve over 11,000 tickets and reduce first response time by six hours. ▪ Implemented process improvements, including the development and launch of the "Track Your Order" feature. ▪ Delivered exceptional customer satisfaction, maintaining a 95% customer satisfaction rating. 		
	INTERNSHIPS		
	Cloudtail India Pvt Ltd. (S&M Intern Summer '20)	<ul style="list-style-type: none"> ▪ Contributed to Amazon Easy franchise marketing strategy by developing a scalable model for identifying flagship store locations. ▪ Generated a robust lead pipeline by executing two targeted marketing campaigns, resulting in over 1,500 leads and a 5 times increase in hot leads. ▪ Optimized lead generation costs by conducting in-depth benchmarking analysis, reducing cost per hot lead by 96%. ▪ Developed a data-driven location selection tool to expedite real estate search process by analyzing over ten key factors and reducing identification time by 70%. ▪ Collaborated with regional marketing teams to streamline operations and achieve business objectives. 	
		<ul style="list-style-type: none"> ▪ Implemented data-driven strategies to reduce return rates in Jumia Egypt by 30%, identifying over 20 opportunities and policy changes. ▪ Developed a comprehensive return rate dashboard to track key performance indicators and inform decision-making. ▪ Enhanced user experience by conceptualizing and implementing six user-centric initiatives. ▪ Optimized logistics operations through benchmarking and process improvement, resulting in a 10% efficiency gain. 	
		SKILLS, DISTINCTIONS AND CO-CURRICULAR ACHIEVEMENTS	
		<ul style="list-style-type: none"> ▪ Revenue Planning: Monthly & quarterly planning, stakeholder collaboration, market potential analysis. ▪ Pricing Strategy: Margin optimization, competitive analysis, consumer insights. ▪ Performance Marketing: Top-of-funnel optimization, conversion rate improvement, collaboration with platforms like Zomato & Swiggy. ▪ Customer Behavior Analysis: Deep understanding of customer preferences, interventions to enhance experience. ▪ Tools: Google Analytics, Google Ads, Facebook Ads Manager, CRM systems, MMP platforms 	
		<ul style="list-style-type: none"> ▪ Majored in Marketing with a minor in Organizational Behavior. Certified Lean Six Sigma Green Belt by KPMG in 2020. ▪ Certifications include AI-Powered Performance Ads Certification, Google Ads - Measurement Certification by Google 	