

PROFILE SUMMARY

Results-driven Marketing Solution Lead with 4+ years of experience in digital and social media marketing, specializing in customer acquisition, retention, and ROI-driven campaigns. Proven track record of achieving 17% YoY growth in customer acquisition and 35% increase in traffic through optimized CRM strategies. Adept at leveraging data analytics to drive decision-making and deliver measurable business outcomes.

EDUCATION

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

WORK EXPERIENCE

4 YEARS 3 MONTHS

BRANE ENTERPRISES PVT LTD		PRODUCT LEADER MARKETING	Mar'24 - Feb'25
Product Marketing	<ul style="list-style-type: none"> 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
Digital Marketing	<ul style="list-style-type: none"> 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	
Clouddtail 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.
Jumia Egypt (Live Project)	<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.
POSITIONS OF RESPONSIBILITY	
ISG Head, IIM Calcutta	<ul style="list-style-type: none"> ▪ Led a team of six members as Head of Internet Solutions Group, responsible for maintaining seven online portals. ▪ Implemented and managed the Moodle learning management system, training a team of three in backend operations and overseeing the creation of over 150 courses across five programs. ▪ Facilitated seamless operations of the IIMC Learning Management System, supporting the interaction of 200+ professors, 150+ teaching assistants, and 1,000+ students. ▪ Managed Google Suite administration, resolving over 1,000 service requests and creating 170+ course groups.
SKILLS, DISTINCTIONS AND CO-CURRICULAR ACHIEVEMENTS	
Skills	<ul style="list-style-type: none"> ▪ Digital Marketing: Expertise in various social media channels (Google Ads, Facebook-Meta Ads, SEO, SEM, email marketing, Influencer Marketing, Programmatic) ▪ Data Analysis: Proficiency in using data analytics tools to measure and optimize processes and campaign performance. (Excel, Powerpoint, PowerBI, Google Analytics, Ad Managers, Singular, Amplitude, SQL, Cube) ▪ Customer Acquisition & Retention: Proven ability to implement customer growth and retention strategies through CRM. ▪ Strategic Thinking: Demonstrated ability to think strategically and develop data-driven marketing plans. ▪ Collaboration: Experience working effectively with cross-functional teams including CXOs and agencies.
Scholastic Achievements	<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, Lean Six Sigma Green Belt by KPMG
EXTRA CURRICULAR ACTIVITIES	
School Pupil Leader (DAV'10)	<ul style="list-style-type: none"> ▪ Elected School Pupil Leader with a 77% majority by over 2,000 students. Served as a liaison between faculty and students. ▪ Organized and executed fourteen inter-school events. Led a team of 25 as head of the Annual Day and Sports Day organizing committees. ▪ Implemented academic support initiatives, reducing the annual failure rate by 54% by organizing 42 special tutorials for students in grades 8, 9, and 10. ▪ Achieved individual athletic excellence by winning the South Zone Championship in athletics among 32 schools in 2010.