

T M RAKESH SHETTY

DELIVERY HEAD OF DIGITAL MARKETING AND PROJECT MANAGEMENT
(T-SHAPED MARKETER)



CONTACT INFO

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Gudiyattam, Tamil Nadu.

PROFILE INFO

As the Delivery Head of Digital Marketing and Project Management, I had accumulated over 16+ years of experience and success in planning, budgeting, and delegation. I was highly adept at managing projects from start to finish, ensuring their efficient and satisfactory completion. I possessed strong skills in strategic planning, leading, execution, time management, client management, team management, budget management, reporting and analysis, quality control, documentation, and maintenance. I was consistently recognized for my performance excellence and contributions to the success of the industry. My proven strengths in Head of Digital Marketing and Project Management were backed by training from industry leaders.

EXPERT SKILLS

Project Management	<div><div></div></div>
Team & Time management	<div><div></div></div>
Strategic Planning & Budgeting	<div><div></div></div>
Data Analysis & Analytics	<div><div></div></div>
Workflow Automations & Chat Bots	<div><div></div></div>
Digital Marketing	<div><div></div></div>

STRENGTHS

Communicative: Open-minded, patient and empathetic. Can contribute to any conversation out of curiosity for the subject.

Keen Learner: Fueled by inquisitiveness and passion to move forward. Learns quickly and effectively due to self-motivation.

Collaborative: Achieves best results when working in a fast-paced environment with other people. Extroverted and happy to help others.

WORK EXPERIENCE

DELIVERY HEAD OF DIGITAL MARKETING AND PROJECT MANAGEMENT

Grabmetoday | 2016 - Current

Gudiyattam, Tamil Nadu.

As a Delivery Head of Digital Marketing and Project Management, I oversaw the successful delivery of digital marketing campaigns and projects by:

- Strategizing, developing, and managing paid digital marketing across AdWords, Instagram, and Facebook with a monthly budget of \$180,000, resulting in \$845,000 in monthly revenue.
- Establishing expertise in all online platforms to optimize digital campaigns in alignment with customer engagement.
- Identifying bottlenecks in the marketing process and adjusting documentation and priorities to achieve 87% more goals on time.
- Developing robust conditional email campaigns based on customer interactions that improved retention by 26%.
- Creating reporting around paid marketing funnels and leveraging this to incrementally improve the conversion rate by 225%.

My key responsibilities included:

Strategic Planning: Developing and implementing digital marketing strategies that aligned with the company's overall business goals and objectives.

Client Management: Acting as the primary point of contact for clients and managing their expectations throughout the project lifecycle.

Team Management: Leading a team of digital marketing professionals, including project managers, digital marketers, designers, and developers.


Budget Management: Managing the budget for digital marketing projects, including estimating costs, tracking expenses, and ensuring that projects were delivered within budget.

Reporting and Analysis: Analyzing the results of digital marketing campaigns and projects and providing reports to clients and senior management.

Quality Control: Ensuring that all work delivered by the digital marketing team met the highest standards of quality and accuracy.

PROJECT MANAGER & DIGITAL MARKETING


Floret Media | June 2013 - December 2015

 *Bangalore, Karnataka.*

- Led the planning, execution, and delivery of large-scale digital marketing projects.
- Developed and maintained project plans, timelines, and budgets, ensuring on-time and on-budget delivery of projects.
- Led cross-functional teams of up to 20 members, including designers, developers, and marketers.
- Communicated with clients and stakeholders, ensuring their needs and expectations were met.
- Implemented project management best practices and methodologies, resulting in a 20% increase in project efficiency.
- Built and managed a team of 5 project managers, providing training and mentorship to improve their skills and performance.
- Successfully managed digital marketing projects.

PROJECT MANAGER & DIGITAL MARKETING

*GI Technologies |
March 2012 - May 2013*

 *Chennai, Tamil Nadu.*


- Managed the planning, execution, and delivery of digital marketing projects.
- Collaborated with cross-functional teams to ensure project goals and objectives were met.
- Communicated with clients and stakeholders to gather requirements and provide project updates.
- Developed and maintained project plans, timelines, and budgets.

- Provided training and mentorship to team members to improve their skills and performance.

- Successfully managed development & marketing projects.
- Implemented analytics and measurement tools to track and report on campaign performance.

PROJECT MANAGER & DIGITAL MARKETING


*Digient Technologies |
July 2011 - February 2012*

 *Chennai, Tamil Nadu.*

- Led the planning, execution, and delivery of digital marketing projects.
- Collaborated with cross-functional teams to ensure project goals and objectives were met.
- Communicated with clients and stakeholders to gather requirements and provide project updates.
- Developed and maintained project plans, timelines, and budgets.
- Provided training and mentorship to team members to improve their skills and performance.
- Successfully managed development & marketing projects.
- Implemented analytics and measurement tools to track and report on campaign performance.
- Experience in developing and publishing multiple games on various platforms (iOS, Android, PC, consoles).
- Contribution in developing and implementing game design, mechanics and balancing.
- Experience in providing technical leadership for the game development team.
- Experience in working with cross-functional teams, such as artists, designers, and sound engineers.

PROJECT MANAGER & DIGITAL MARKETING


*Greifen Online (OPC) Pvt Ltd |
January 2009 - June 2011*

 *Bangalore, Karnataka.*

- Led the planning, execution, and delivery of digital marketing projects.
- Collaborated with cross-functional teams to ensure project goals and objectives were met.
- Communicated with clients and stakeholders to gather requirements and provide project updates.
- Developed and maintained project plans, timelines, and budgets.
- Provided training and mentorship to team members to improve their skills and performance.
- Successfully managed the development & marketing projects.
- Implemented analytics and measurement tools to track and report on campaign performance.

PROJECT MANAGER & DIGITAL MARKETING


Star Network | October 2009 - May 2010

 *Bangalore, Karnataka.*

- Led the planning, execution, and delivery of digital marketing projects.
- Collaborated with cross-functional teams to ensure project goals and objectives were met.
- Communicated with clients and stakeholders to gather requirements and provide project updates.
- Developed and maintained project plans, timelines, and budgets.
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PROJECT MANAGER & DIGITAL MARKETING

XEN Global Tech | August 2008 - October 2009

 *Bangalore, Karnataka.*

- Managed all marketing and planning initiatives to meet or exceed sales and profitability targets for the Mobile App category.
- Rated India's 1st Mobile Application Development Company. Redefining Mobile Experience.
- Developed, implemented, and improved business growth plans based on corporate goals, product requirements, market data, and budget constraints.
- Developed excellent networking and marketing techniques to boost productivity and generate new business.
- Created innovative presentations, trend reports, pre-assembled materials, and product info sheets.
- Strong understanding of mobile user acquisition and retention strategies.
- Experience with mobile analytics tools and experience in analyzing and interpreting user data.
- Experience in working with cross-functional teams, such as product managers, designers, and developers.

EXECUTIVE | DIGITAL MARKETING

Position2 Marketing Pvt Ltd | April 2008 - June 2008

 *Bangalore, Karnataka.*

- Strong understanding of digital marketing and advertising, including SEO, PPC, social media, email marketing, and content marketing.
- Experience in creating and executing comprehensive digital campaigns for clients across various industries.
- Proven track record of successfully managing and delivering digital projects on time and within budget.
- Experience in creating and presenting digital strategy proposals to clients.

EXECUTIVE | DIGITAL MARKETING

Himalaya USA | August 2007 - March 2008

Bangalore, Karnataka.

- Strong understanding of search engine algorithms and ranking factors.
- Experience with technical SEO, including site structure, schema markup, and URL optimization.
- Proficient in using SEO tools such as Google Analytics, Google Search Console, Ahrefs, SEMrush, etc.
- Experience with on-page optimization, including content optimization, meta tags, and header tags.
- Experience with off-page optimization, including link building, local SEO, and social media.
- Knowledge of SEO best practices, including content creation, keyword research, and link building.
- Experience in creating and implementing SEO strategies for both B2B and B2C websites.
- Proven track record of increasing organic traffic and improving search engine rankings.
- Experience with E-commerce SEO and optimization of product listings.
- Experience with A/B testing, website auditing and creating SEO-friendly content.
- Understanding of Google analytics and Search Console to track and analyze website traffic.
- Strong ability to work with cross-functional teams including developers, designers, and content creators.
- Strong written and verbal communication skills to present findings and recommendations to clients and internal teams.

AWARDS & ACKNOWLEDGMENTS

- ACADEMIC OR ATHLETIC AWARDS.
- SCHOLARSHIPS.
- AWARDS OF EXCELLENCE IN VOLUNTARY ACTIVITIES.
- SCHOOL LEADERSHIP POSITIONS.
- BEST PERFORMER AWARDS.

HOBBIES & INTEREST

- TRAVELLING
- READING BOOKS
- CREATIVE WRITTING
- RESEARCH
- LEARNING NEW TECHNOLOGY
- TRENDING GADGETS

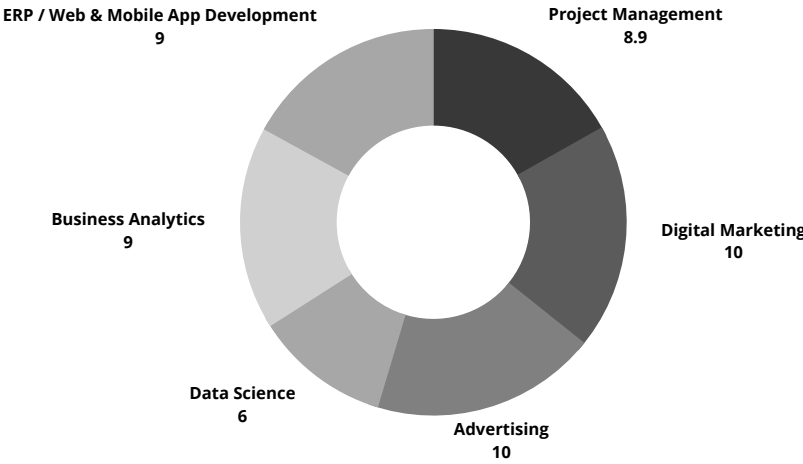
EDUCATION

- B. Tech (IT) Information Technology.
June 2003 - May 2007
Anna University

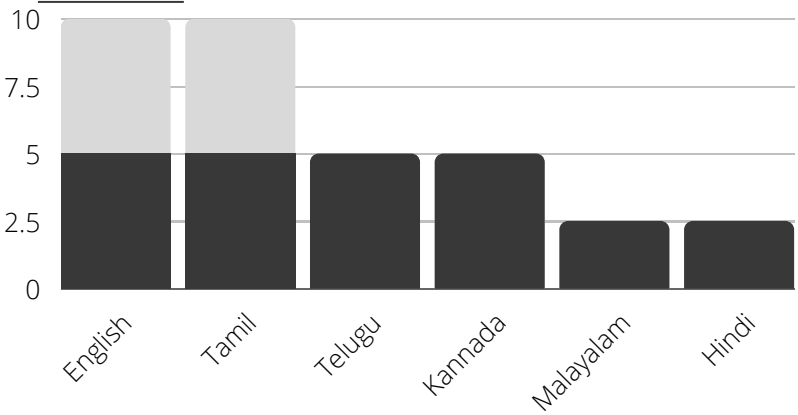
Date Of Birth: 24th January 1984

Blood Group: A1B+

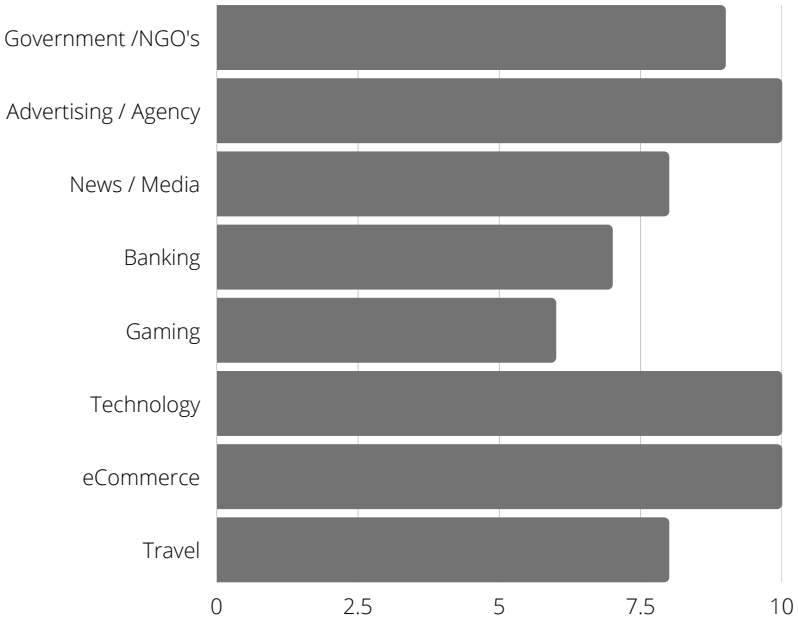
KEY SKILLS



LANGUAGES



INDUSTRY EXPERTISE



Projects

SAVED 18 CRORES IN LIFE TIME REVENUE FOR THE BUSINESSES I'VE WORKED WITH

... Supported Application Side, Server Side, Marketing Side. Was part of Pre & Post support

Note**: It is an overall budget of the project.

BANKING

Project Manager

Responsible for UI/UX, Promotions & Web Application

- KVB Bank - Private Banking
- Yes Bank - Private Banking
- Icash Card - Prepaid Banking

WEB / MOBILE

Project Manager

Responsive Web & Mobile Application

- Grabmetoday.in - eCommerce Application
- Himalaya USA - eCommerce Application
- Global Roaming Sim Card - Web Application
- Fotofonix - Social Media Networking
- Brown dove - Health Care eCommerce
- Red Bus, Getmytrip, icashcard, esael.

NEWS / MEDIA

Project Manager

Responsive Web Application.

- News Hunt
- Deccan Herald

GOVERNMENT / NGO

Project Manager

Supported For raising funds

- Supported for Education cause raising funds from the companies and trusts.
- Local support for NGO's Fund raising.

GAMES

Project Manager

Responsible for UX, Promotions & Web Application

- Rummy, Baccarat, Roulette
- Skill Games in Web Application
- Three Digit, Lucky Draws.

EDUCATION & TRAINING

Project Manager

Proof Reading, Content, Design and Alignments.

- ePublication / ePub
- OMR - Document Scanning & Management
- Books, Manuals, Catalogue & Pamphlets.

ADVERTISING

Project Manager

Search, Social & Paid Media

- zuari
- Essae & Essae Digitronics
- Lamppost Media (18 Clients)
- Floret Media (24 Clients)
- Position 2 (12 Clients)

Acknowledged

Tm Rakesh Shetty