

ABHIMANYU ROY

MARKETING, PROGRAM & PRODUCT MANAGER

EXPERIENCE

CO-FOUNDER, MARKETING HEAD

Cora Healthcare Pvt Ltd (*e-commerce, health*) | April 2022 - Present

- Led company pivot, rebrand and relaunch.
- Created program structure, brand positioning and hierarchy. Worked on product pricing, bundling, communication design and GTM strategy.
- Designed app features, layouts and customer flows. Worked with tech team on feature launches and logic.

FOUNDER, CONTENT MANAGER & DESIGNER

Treble Puns (*Sonic Branding and Sound Design Agency*) | May 2020 - Present

- Worked with startups to create their Sonic identity, themes & ad music, leading a team of musicians. (Top Clients: Zion, Fittr, Cult)
- Collaborated with visual artists, providing marketing & communication strategy + sound design.

PROGRAM MARKETING MANAGER (TEAM LEAD)

Family, Amazon (*Parent engagement program*) | Apr 2018 - Sept 2019

- Relaunched the Amazon Family Program for Amazon IN - a program for young and expecting parents. Worked with Tech teams to create 123 targeted pages based on child's age/stage of pregnancy.
- Created exclusive targeted offers + content partnerships from major brands such as Mamaearth, Reckitt-Benckiser, Huggies, Cadbury, Hasbro. Visibility Sponsorship raised > INR 12M.
- Reached over 1.3M parent customers and over 300K expecting parents with on-site marketing and high performance email and push campaigns.

MARKETING MANAGER

Amazon Prime Music, Launch team | Sept 2017 - Apr 2018

- Setup Email and Push Notification tech backend for APM, IN
- Created outbound communication template and strategy, increased intended reach by 62% vs site wide email benchmark.

ONLINE MARKETING MANAGER

Amazon Devices | May 2016 - Sept 2017

- Owned Online Demand Generation for Kindle. Launched Fire TV stick.

SITE MERCHANDISER

Amazon Fashion | Sept 2014 - May 2016

- Launched A.in Fashion Page
- Worked with global tech team to launch department based Navigation

MANAGEMENT TRAINEE, AREA SALES MANAGER

United Breweries | June 2013 - Sept 2014

EDUCATION

2011 - 2013

MICA, AHMEDABAD

PGDM(C), Advertising & Brand Management

2006 - 2010

RVCE, BANGALORE

B. Tech, Mechanical Engineering

CONTACT

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SUMMARY

I have had the privilege of working at Amazon.in in the steepest period of its growth, between 2014 and 2019.

Having been a part of 4 amazing businesses which I helped launch and grow through their nascency, I developed a keen interest in setting up and providing structure and direction to work that is uncharted.

I carried this penchant through to my own organisation - Treble Puns - a Marketing agency focussing on Sound and driven by passion.

Most recently, I had the opportunity to head marketing for an early stage start up and played an active role in the reinvention of the company, it's offerings, business model and brand.

SKILLS

- Online Marketing
- Outbound Marketing
- Content Marketing
- Program Management
- Product Management (Non-Tech)
- Team Management & Development
- Customer Acquisition