

SOMYA DHAMIJA

Senior Marketing Manager (7+ years of work experience)

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Hyderabad,India



EXPERIENCE

Senior Marketing Manager

Line

April 2022 – Present

Hyderabad, India

- Achieved 40% MoM growth in the number of installs and subscribers through ASO and ORM (online reputation management)
- Designed the product marketing roadmap for the new feature integration (tax filing) to facilitate conversions at multiple marketing touch-points
- Owned LinkedIn marketing vertical for the company to showcase the thought leadership, branding and new product launches backed up with case studies and customer testimonials as a part of planned campaigns
- Increased customer retention by 20% through the implementation of the UX/UI for the new product integration
- Brought down the CAC from \$6.5 to \$2 through rigorous A/B testing on UAC campaigns
- Led the PR campaigns to drive awareness around the new product launches and the new initiatives of the company
- Accumulated a 500% increase in social media followers within a span of 6 months by running multiple social campaigns
- Actively owned the re-branding activity while translating the company's mission and vision, both internally and externally

Digital Marketing Manager

iSchoolConnect

December 2021 – April 2022

Mumbai, India

- Drove flagship events for the organization to generate high potential nurtured leads
- Handled community management to propagate the idea of the organization to the wider like-minded audience
- Increased followers by 25% month on month, likes and comments went up by 34% through influencer marketing
- Increased website traffic by 27% from social media posts through marketing and promotion tactics
- Spearheaded paid campaigns on Facebook, Google, Instagram & other social handles

Associate Marketing Manager - miniTV

Amazon

July 2021 – November 2021

Bangalore, India

- Designed end-to-end marketing road map for miniTV in line with the leadership vision
- Ran targeted campaigns on affiliate channels like DSP (demand-side platform) wherein the acquisition cost per customer went down from INR 70.59 to INR 50.48
- Worked with research agencies, merchandisers & content creators to create demographically focused marketing plan which drove 20% uplift in CTR & 40% rise in click-to-stream ratio (equivalent of conversion)
- Collaborated with the internal tech team to set up new products and features for miniTV in line with the marketing vision

AREAS OF EXPERTISE

- Experience using data to draw actionable insights
- Drive data-set results from SQL queries
- Brief the creative agency and oversee start-to-end creative asset development
- Exceptional written and verbal communication skills to present complex information clearly and concisely
- Strong bias for action with the ability to prioritize, multi-task, and meet deadlines

SKILLS

Affiliate Marketing Digital Marketing
Google Ads Email Marketing B2B Marketing
B2C Marketing AB Testing Growth Marketing
Paid Marketing Customer Targeting
SEO Google Analytics Brand Marketing
Performance Marketing Customer Acquisition
Content Marketing Social Media Marketing
Influencer Marketing Product Marketing
Community Management
App Store Optimization Public Relation

LANGUAGES

English
Hindi
French



EDUCATION

M.A. Honors - French

Delhi University

July 2014 – July 2016

Aggregate - 74.8%

B.A. Honors - French

Delhi University

July 2011 – June 2014

Aggregate - 83.3%

Class 12th C.B.S.E

India International School

June 2011

Aggregate - 89.8%

- Identified multiple customer cohorts to drive targeted marketing initiatives leading to 2X improvement on CTR% and 1.5X improvement on CTS% (click to streams)
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Associate Marketing Manager - Beauty & Luxury beauty

Amazon

📅 April 2021 – July 2021 📍 Bangalore, India

- Developed outbound channel execution and content strategy for app push for Beauty & Luxury beauty leading to an improvement of 4.2% in CTR
 - Ran campaigns on affiliate & associate channels like Cashkaro, Coupon-duniya during HVE (high-velocity event) to drive traffic to major deals & offers running onsite
 - Planned and executed all digital marketing, including SEO/SEM, marketing database, email, social media and advertising campaigns
 - Launched Trending beauty ingredient store which led to the store garnering a CTR of 47% (24% vs Beauty category page), attributed OPS of INR 110k within a week of launch
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Sr. Associate Site Merchandiser

Amazon

📅 Oct 2018 – April 2021 📍 Bangalore, India

- Assisted in developing merchandising for large store-wide promotions and worked closely with marketing managers to schedule promotions
 - Worked on bringing a new browse paradigm for category pages which led to an increase in CTR of Beauty page +200bps, Makeup page by 90bps and 60bps for luxury beauty page
 - Handled CO-OP program for beauty end to end which helped beauty achieve the OP2 goal of 1.26% of GMS i.e., 21.7 CR in 2020
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Sr. Catalogue Associate - French

Amazon

📅 June 2016 – Oct 2018 📍 Bangalore, India

- Participated in the coordination of new vendors' onboarding, setting expectations, and facilitating discussion
 - Interacted and coordinated with vendors/buyers to accurately reflect the Amazon catalog for price, product details, and other product-related information
 - Root caused vendor issues by gathering, analyzing, and sharing data to help push data-driven business decisions
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