

# Vivek Ramachandran

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## Profile

- Over 5 years experience in Digital Marketing, Strategy and Sales
- Exceptional knowledge of the Mobile, Social and E-commerce landscapes
- Google AdWords certified, proficient in SEO & Google Analytics
- MBA in Marketing – Batch of 2010 - Symbiosis (SIMS), Pune

## Professional Experience

- **Supervisor – Digital Media at FCB Ulka Advertising** **May '13 –** **Mumbai**
  - Brands handled: Tata Motors/JLR, Nerolac, BBC, Abbott India
  - Managed 1<sup>st</sup> ever in-game Mobile Branding in India - Tata Manza Krrish 3 Game (26 Mn downloads)
  - Generated over 3000 leads for Tata Assured using Interactive Rich Media
  - Integrated brand Tata Nano with Saavn.com to drive traffic to website (CTR 0.74%)
  - Created awareness for BBC Hindi in rural markets (MP, UP & Bihar) with an IVR (12% reach)
- **Associate – Strategy & Planning at Indigo Consulting (Leo Burnett)** **Jan '11 – Apr '13** **Mumbai**
  - Brands handled: Mahindra Rise, Asian Paints, McDonald's, HSBC, HDFC Bank
  - Launched 3-version Mobile Site for HDFC Bank (Best Bank Mobile Site, MWA 2012)
  - Launched Mahindra Rise Corporate Mobile Site (Best Other Mobile Application, IAC Awards 2013)
  - Conceptualized 'Ezycolour' for Asian Paints Mobile Site (Silver W3 Winner, 2011)
  - Planned 'Donate Your Caller Tune' Campaign for W.H.O (Campaign India Digital Crest Winner, 2013)
  - Achieved high CTR of 1.04% for HDFC Home Loans Mobile Site between Aug-Nov 2013
- **Relationship Manager at Dunamis Group** **Mar '10 – Dec '10** **Pune**
  - Generated revenues of Rs.8 Lakh for business partner Oxford Golf & Resorts, Pune
  - Recruited and trained team of 3 Sales Executives
  - Facilitated corporate tie-ups with Infosys, Honeywell and Audi
- **Junior Analyst at Sensatech Research & Solutions Ltd.** **Apr '07 – May '08** **Pune**
  - Bootstrapped start-up to develop automation Software for Education and F&B Industry
  - Assisted in Product Development & QA for Swirl 2.0 (restaurant software)
  - Assisted in CRM and after-sales support for Swirl 2.0

## Key Skills

- Remarkable insight into Digital User Behaviour and Analytics
- Ability to create and integrate Digital roadmap into overall Marketing Strategy
- Expertise in quickly developing Campaign ideas
- Strong Communication and Presentation skills
- Software skills: MS Office 2010, Photoshop CS4, Dreamweaver CS4, HTML, XML

## Leadership

- Speaker - 'Building Brands in the Digital Age' at Leo Burnett Brand Summit 2013
- Performed duties of Project Manager during scarcity of internal resources at Indigo Consulting
- Conducted educational sessions for employees on importance of Device Targeting at Indigo Consulting
- Initiated and designed monthly Mobile Newsletter at FCB Ulka

## Education

- M.B.A in Marketing from Symbiosis Institute of Management Studies, Pune (2008-10)
- B.Sc in Computer Science from University of Mumbai (2004-07)
- HSC from C.B.S.E Board, Mumbai (2003-04)

## Personal

- Languages Known: English, Hindi, Malayalam, French (basic)
- Interests: Writing, Photography



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