

SUMMARY

I am passionate about growth with 7+ years of hands-on experience in Marketing and Sales. I can drive revenue generation and implement creative marketing initiatives to engage, acquire and retain customers.

SKILLS

EXPERTISE : SEO, Performance Marketing, Marketing Automation, Content Marketing, Data Analytics, Customer Experience

PLATFORMS : Google Analytics, Google AdWords, HubSpot, Salesforce, Marketo, Advanced Office, HTML, Python, SQL.

EXPERIENCE

Muthoot Pappachan Group is India's leading Financial Services Conglomerate with 134+ years of legacy. It empowers human ambition through Business Loans, Gold Loans, Automotive Finance, Microfinance, Hospitality and Green Energy.

Senior Manager, Group Marketing

07/2019 – 09/2020

- Improved organic website **traffic** by **200%** from 45k to 90k and lead conversions by **44%** from 5.7% to 8.2% within a year by effective **SEO** strategies and **performance marketing** campaigns.
- Optimized **user experience** and reduced bounce rates from 72% to 54% using **customer analytics** and **A/B testing**.
- Led a cross functional team to launch **WhatsApp for Business** as main post purchase channel within one month.
- Integrated omni channel communication (WhatsApp, Email, SMS, Voice, Chatbot) using marketing automation.
- Designed and implemented **affiliate campaigns** (loyalty, referral, influencer) generating **€ 2,1 M** in revenue (customer acquisition – 81%, Cross Selling – 19%) within three quarters.

Marketing Manager

06/2018 – 06/2019

- Impacted **21%** increase in **BTL** activities and **28%** growth in **Customer acquisition** through design and execution of **Campaigns** customized for brand awareness, lead generation and **engagement**.
- Strategized **entry into 25 markets** by **brand activations** & optimum media mix across customer journey; developed **key** dashboards to measure budget utilization and channel ROI.
- Streamlined **competition tracking** on social & traditional channels; led marketing perspectives for Print Media, Videos and POS to drive brand loyalty and growth for 247 locations.

Valvoline Cummins is one of India's fastest-growing lubricant companies with 50k+ dealers & 2k+ direct customers.

Account Manager

01/2017 – 05/2017

- Accelerated sales growth from **-11% to 8% in 5 months** by Primary & Secondary Sales and inventory optimization.
- Enhanced revenue from **new business by 19%** by segmented pricing strategies to boost sales, competition tracking, organizing customer meets, dealer service engineer training programs, dealer meets.

Larsen and Toubro is one of the largest Engineering & Construction conglomerates in SE-Asia with \$21B revenue.

Sales Manager

07/2012 – 12/2016

- Drove segment **revenue growth** to 200% YoY in a bearish market, established 3 low volume segments, converted bids worth **€ 49,4M** through feasibility **analysis**, cost & price **optimization**, and pre-bid **negotiations**.
- Led **market research** team for study of metallurgical equipment across 5 integrated steel plants.
- Enabled participation in **7 trans-national EPC projects** across North America and Asia worth **€ 21,2M** through strategic tie-ups with technology leaders; **negotiated** for export orders worth **€ 595M**.

CERTIFICATIONS

- Customer Service and Branding (IE School)
- Marketing Analytics (Coursera)
- SEO (LinkedIn)
- Tableau Consumer
- Inbound Marketing (HubSpot)
- Advanced Google Analytics

EDUCATION

PGDM (MBA) General Management	XLRI Jamshedpur (AACSB, AMBA), India	05/2017 – 06/2018
B. Tech Manufacturing Engineering	Veer Surendra Sai University of Technology, Burla, India	06/2008 – 05/2012