

CHANDAN KUMAR BUDHAL

A Growth Marketer

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HSR Layout



PROFILE SNAPSHOT

I am a growth marketing affectionate with over a decade of experience in orchestrating entire gamut of virtual marketing and growth marketing functions helping businesses to dismiss interruptions in marketing by assimilating and analysing the roadblocks and interpreting and imparting the right knowledge to the management and clients. I have a reliable ability to create business modules and strategies that works even under complex scenarios and fit in any business types creating greater value addition and ever lasting impression on targeted audience.

I'm self-motivated and passionate towards what works and I'm in serious love with INNOVATION and MARKETING. Innovation is the only way which substantially minimises the cost of marketing. In my professional journey, I've always seen INNOVATION and MARKETING both completing each other. For e.g., if your efforts on INNOVATION is 80% then, 20% of your effort on MARKETING will suffice; and at the same time, if your efforts on INNOVATION is 30% then, 70% of your effort should go into MARKETING your product.

As part of personal social responsibility, I have mentored many aspiring individuals in inspiring their organisations they work for in fields of - Growth marketing, business communication, business strategy, innovation, content marketing, SEO and SEM which in turn crafted me well versed with many niche internet marketing tools and hacks.

PROFILE HIGHLIGHTS

CORPORATE & PUBLIC RELATIONS

Proficiency:



In the world of growing work dynamics driven by technology, it calls for roles to be more dynamic and innovative catering to the needs of global market.

I have been a key workman overseeing and supervising a tier 1 law firm in all the key aspects of publications and corporate accounts associated with the firm and devising strategies for growth. I also work closely with the key stake holders of the firm, following best practices of the industry to bring forth reliable business modules for creating greater value addition.

I have assisted firms with sector specific market intelligence and have been exploring new ways to transforming practice departments into profit making centres and managing their knowledge through well-structured technology driven process management solutions.

I oversee the implementation of corporate communication policies, ensuring all external communication is unified and in line with the firms' norms.

Have assisted attorneys and partners in connecting to key people at the events organised by a various chamber and publications.

GROWTH HACKING

Proficiency: 

I am a seasoned growth hacker with extensive experience in market research, marketing automation, and marketing technology. I possess proven track record in devising and executing data-driven strategies to accelerate business growth and optimize marketing performance. Adept at conducting comprehensive market analyses to identify trends, opportunities, and target audiences. Skilled in leveraging advanced marketing automation tools to streamline workflows, enhance customer engagement, and drive conversions. Proficient in implementing cutting-edge marketing technologies to track and analyse key performance metrics, optimize campaigns, and improve ROI. Strong analytical, creative, and problem-solving skills with a focus on continuous improvement and innovation. Demonstrated ability to work cross-functionally with teams to develop and scale growth initiatives, ensuring alignment with business goals and customer needs. Results-oriented and dedicated to staying ahead of industry trends to deliver impactful growth solutions.

As a dynamic and results-driven business development professional, I possess a proven track record of contributing to expansion of businesses in Asian, Middle east, EU and US markets by implementing data-driven and automation process with a lean team of 5 members. I work closely with the top-level management and contribute to expansion of businesses in Singapore, Middle east, EU and US markets by implementing data-driven and automation process a lean team.

DIGITAL MARKETING

Proficiency: 

With over a decade of experience in the ever-evolving world of digital marketing, I've got the skills and know-how to create and execute some seriously innovative strategies across a range of industries. I specialize in all the core areas of digital marketing like SEO, SEM, PPC, social media marketing, content marketing, email marketing, and analytics.

What sets me apart is my ability to craft data-driven marketing campaigns that really make an impact. I'm all about driving brand awareness, getting customers engaged, and generating leads. I'm remarkably good at market trends and consumer behaviour. That's what allows me to create personalized and impactful marketing solutions.

I oversee teams and work closely with the key stakeholders to achieve organisational goals with a proven track record of hands-on with all sorts of digital marketing tools and platforms, and I've got a knack for analysing data to optimize campaigns and get the best ROI.

BRAND MANAGEMENT

Proficiency: 

With several years of solid experience in brand management under my belt, I've successfully boosted brand growth and established a strong market presence for some top-notch startups across diverse industrial spectrum in tier 1 & tier 2 cities in India. My expertise lies in coming up with innovative marketing strategies, executing them flawlessly, and making sure our brand stays consistent and ensures positive impact on the revenue. I've got a proven track record of working with cross-functional teams to deliver impactful brand campaigns and achieve business goals that result in increased brand

awareness and market share. I've led end-to-end management of multi-channel marketing campaigns, including digital, social media, and traditional advertising as well.

EVENT MANAGEMENT

Proficiency: 

During my initial days of my career, I've worked extensively with some of the top service-based industries. I possess a solid track record in handling all sorts of events, from corporate shindigs to high-profile conferences and fancy weddings to exclusive private events. I've got the knack for strategic planning, negotiating with vendors, managing budgets, and coordinating everything on-site. Plus, I'm great at leading teams, using the latest event tech, and coming up with remarkable marketing strategies to get people excited and engaging.

CAREER TIMELINE

1. Sr. Manager - Business Development and Client Relation

2. Head - Growth

Kochhar & Co (Sept, 2018 to till date)

Kochhar & Co is a multinational law firm. My role in this company comprises of Identifying and Researching potential companies, generating leads & database and meeting them with corresponding partners to explore business opportunities and build them as prospects.

Business Development and Corporate relation:

- Tapping embassies and other similar organizations for business building relations.
- Collating and Maintaining Database of various sectors of firms' interest.
- Creating a follow up model for the branch BD team.
- Identifying relevant tenders / bids / RFPs' and EOIs' for the branch level.
- Managing vendors related to branch level Business Development department.
- Handling end-to-end process of Press release and submissions in ranking journals viz., Legal 500, Chambers & Partners, IFLR 1000, AsiaLaw, IBLJ.
- Branch level budget control for the Business Development department.

Internet Marketing:

- Assisting the management in formulation of strategies to build a lasting digital connection with the targeted audience of the company.
- Constantly updating firm's website and other allied portals with articles and profiles.
- Planning, executing and monitoring company's presence on the internet space.
- Handling End to End firm's Content Strategies for effective reach to the target audience.
- Handling End to End firm level Social Media Strategies and Campaigns.
- Handling End to End firm level visual content.
- Measuring performance of digital marketing efforts using an array of Web analytics tools.

Events and Conferences:

- Organizing events for various teams.
- Press coverage and Internal circulation of high-profile transaction and achievements
- Identifying appropriate conferences keeping in mind the different practice areas of the firm.

Senior Digital Marketing Executive

Poorvi Digismart (Jul, 2017 to Aug, 2018)

Poorvi Digismart is a digital marketing company which offers a full spectrum of web marketing services to its clients in healthcare industry. They specialise in creating impactful marketing campaigns, both physical and digital.

My role with this company entailed handling one of its client's (Milann - leading fertility and IVF center for men & women infertility problems) for its entire digital marketing needs.

- Lead management (daily inbound & outbound analytics and reporting)
- SEO and SEM (both on-page & off-page)
- SMM (Daily posts, campaigns and analytics)
- Email marketing (Event campaigns, RSS and Newsletters).

During my tenure with Poorvi Digismart, I was responsible for improving the leads inflow by 30% by constant push marketing activities. And I was solely responsible for improving the Lead conversions by 60% by constant monitoring and process improvisation for which I received "Achiever Award"

Client Success Specialist

Om Design (Sept, 2015 to Jun, 2017)

Om design was a branding company having expertise in building premier digital and physical experiences. Their services included creative consulting, brand strategy, and web & digital designing. My role with this company entailed handling operations and marketing of the company's services and helping the clients in navigating the brand side to its deserved position with a focused strategy.

Marketing Executive

People Tree Hospitals (May, 2014 to Aug, 2015)

People Tree Hospitals was one of the leading multispecialty hospitals in Yeswanthpur area of Bengaluru. My role with this organisation entailed me handling 2 major marketing verticals, which are Traditional marketing and Online Marketing.

My role with Traditional marketing comprised of the following:

- Corporate tie-ups involved me in getting empanelments with many corporates in and around Yeswanthpur area. I have successfully empaneled many garment companies in Peenya area.
- Apartment tie-ups - involved me in getting empanelments with apartment associations. I have played a vital role in getting empanelments with apartment associations in Yeshwanthpur, Gokula Extension and Mathikere.
- Campaigns – involved me in facilitating end to end arrangements for Newspaper ads, Outdoor ads, Metro station campaigns
- Connect programs were designed to connect with people associated with our hospital's across different sects. Viz, Family, Friends and relatives of each doctor and key management personals. I was involved in facilitating end to end operations of such connect programs.

My role with Online marketing comprised of the following:

- SEO (On page, Off page and Blogs)
- Facebook marketing (including campaigns)
- YouTube channel marketing (individually for all the departments)

Events Associate

Living Dreams (Sept, 2013 to Aug, 2014)

Living dreams was a startup event management company which had tie-ups with facilitated some of the well-known corporate brands. My role with this company entailed me to coordinate with operations and event managers in facilitating the pre-event campaigns. I orchestrated these campaigns physically across Corporate Companies & Apartments. Apart from traditional campaigning techniques, I contributed to introducing many modern campaigning techniques on those times via Facebook, SMS, Outdoor and Print medias *which won me appreciation from the Founder of the organisation*

SCHOLASTICS

› **M.B.A**

New Horizon College of Engineering, Bangalore | 2011 to 2013

› **B.B.M**

Dr. G.R Damodaran College of Science, Coimbatore. | 2008 to 2011

LANGUAGES KNOWN

Language	Read	Write	Speak
Kannada (Native)	✓	✓	✓
English	✓	✓	✓
Hindi	✓	✗	✓
Tamil	✗	✗	✓
Telugu	✗	✗	✓

DATE OF BIRTH



References and any other details available shall be furnished upon request.

I hereby declare that the above furnished details are true and correct to the best of my knowledge

Place: BENGALURU

Date: <current date>

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