

Strategic and results-driven professional with over 16 years of diverse experience in digital marketing, web development, entrepreneurship, and software development. Seeking leadership roles in digital marketing to leverage expertise in driving growth, engagement, and lead generation across all digital channels.

## CONTACT ME AT

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## EDUCATION

- MCA in Computers, Pune University, 2007
- B.Sc. in Computers, Pune University, 2004

## CORE COMPETENCIES

- Digital Marketing Strategy Development
- SEO and PPC Optimization
- Content Marketing and Social Media Management
- Performance Marketing and ROI Optimization
- Market Segmentation and Clustering
- Team Leadership & Agency Management
- Budget Management and Cost Optimization
- Business Growth and Brand Building
- Project Management
- Campaign Management & Content Strategy
- Web Content Management
- Google Analytics
- Data Analysis and Web Analytics
- CMS Selection and Implementation
- UX Optimization
- Email Marketing Automation

# PIYUSH KASLIWAL

## PROFILE SUMMARY

- **Strategic and results-oriented professional** with nearly **17 years of diverse experience** spanning Digital Marketing, Software Development, and Entrepreneurship.
- Demonstrated success in **driving digital transformation and achieving significant business growth** through innovative marketing strategies. Implementing **innovative digital marketing strategies** at **Ujjivan Small Finance Bank as AVP-Digital Marketing**, resulted in a **substantial 30% rise** in digital customer acquisition and a **remarkable 40% boost** in customer engagement.
- Conceptualized and launched a **food tech startup, overseeing product development, market segmentation, and digital marketing strategies**.
- Led a **successful digital campaign** at Ujjivan Small Finance Bank, **boosting Digital FD and SA uptake by 3X**, through targeted digital marketing initiatives.
- Pioneered a **comprehensive brand awareness campaign, integrating SMS, email, and social media channels**, resulting in significant market traction and brand perception enhancement.
- Championed the adoption of advanced analytics tools, driving data-driven decision-making and optimizing **marketing spend by 40%**.
- **Performance Marketing:** Hands-on experience in PPC campaigns, SEO optimization, email marketing, and social media advertising to enhance lead generation and customer acquisition.
- **Technology Integration:** Blend of technical acumen and marketing expertise, adept at leveraging technology to streamline operations and enhance digital marketing effectiveness.
- Expertise in overseeing **end-to-end digital marketing initiatives**, from strategy development to execution, **with a keen focus on ROI optimization and brand positioning**.
- **SEO specialist:** developed and executed **comprehensive SEO strategies** to improve website rankings, drive organic traffic, and enhance online visibility.
- Proficient in **keyword research, on-page optimization, link building, and technical SEO; achieved top search engine rankings and increased organic search traffic**.
- Highly experienced in **lead generation campaigns**; executed targeted marketing campaigns to capture leads throughout the customer journey; **increased lead quality and conversion rates**.
- **Market Research:** Skilled in market research techniques; conducted in-depth market analysis, identified target audience segments to drive data-informed marketing strategies.
- **Proven track record of achieving measurable results** and a passion for driving digital growth; dedicated to staying updated of emerging trends and technologies in the digital marketing landscape.

## WORK EXPERIENCE

**AVP Digital Marketing | Ujjivan Small Finance Bank | Since Aug'22**

### Role:

- Administering all web marketing efforts and effectively increasing quality lead conversions from organic search, paid search, and social media marketing.
- Planning and executing digital strategies across SEO, SEM, Display, Social, Affiliates, and Content partnerships to maximize online visibility and increase traffic and conversions.
- Designing robust performance measurement and quality assurance processes, ensuring advertiser feedback mechanisms for sustained campaign health.
- Implementing closed-loop analytics and reporting systems to track and optimize campaign performance effectively.
- Creating project timelines, budgets, and comprehensive reporting from proposal to completion; developing and presenting monthly/quarterly revenue projections.
- Leading negotiations in finalizing new vendor onboardings.
- Driving up-sell and cross-sell initiatives to increase client portfolio balances.
- Developing strategic search engine marketing and social media directions to optimize online presence and revenue.
- Conducting keyword analysis, competitive analysis to enhance visibility and search engine rankings.
- Identifying social media opportunities to engage fans, launching effective social media promotional campaigns, and deploying video marketing strategies to enhance performance and rankings.
- Fostering strong partnerships with cross-functional teams across departments such as Marketing and Product Development.
- Ensuring alignment of marketing strategies with overall business objectives, driving cohesive content development and website management initiatives.

### Highlights:

- **Digital Marketing Leadership:** Achieved a 30% increase in digital customer acquisition and a 40% growth in customer engagement through strategic digital marketing initiatives.
- **Technical Collaboration & Architecture:** Played a key role in CMS selection and implementation, optimizing content management processes for enhanced efficiency and performance.
- **Agency Management & Project Execution:** Successfully managed and integrated external agencies for services including Content Management, SEO, Content Development, Keyword Management, and Analytics. Led contract finalization processes and project management efforts, ensuring agency alignment with strategic goals and delivering successful campaign outcomes.

## SOFT SKILLS

- Collaborator
- Communicator
- Change Agent
- Goal Oriented
- Result Driven
- Team Player
- Leadership

## PERSONAL DETAILS

Date of Birth: 5<sup>th</sup> September 1982  
Languages Known: English, Hindi & Marathi  
Address: Bangalore

## PREVIOUS WORK EXPERIENCE

### Product Manager | Naman Technologies | Mar'20 – Aug'22

#### Highlights:

- **Product Management & Client Engagement:** Collaborated closely with clients to understand needs, document requirements effectively and pitch solutions, securing contracts.
- **Full-Lifecycle Project Management:** Managed projects from inception to implementation, ensuring smooth delivery and exceeding client expectations. Led web and mobile development teams, collaborated with support teams, and oversaw change management processes.
- **Technical Expertise:** Strong skills in web systems development (CMS), UX design, and data management. Facilitated clear communication with development teams and informed decision-making throughout project lifecycles.
- **Business Acumen:** Proficient in delivering compelling presentations (PowerPoint) and demonstrating understanding of business finance concepts to present solutions effectively.

### Senior Software Engineer | Winjit Technologies Pvt. Ltd. | Mar'10 – Feb'11

### Software Engineering Specialist | Remoba Inc | Nov'09 – Feb'10

### Software Developer | Satyam Computer Services Ltd. Jul'07 – Nov'09

## ENTREPRENEURSHIP EXPERIENCE

#### Bootstrapping and Business Fundamentals:

- **Foundation Building:** Initiated with a core idea, focusing on crafting a comprehensive business plan, preparing investor presentations, and strategically assembling a talented team.
- **Customer-Centric Operations and Financial Management:** Established a dedicated customer satisfaction center, developed financial acumen through budget management, salary oversight, payment collections, and proficient analysis of balance sheets.
- **Building a Robust Digital Marketing Strategy (MarkTech):** Implemented a versatile marketing approach encompassing digital strategies (SEO, SEM, performance marketing, automation) and physical marketing efforts.
- **Continuous Improvement and Scalability:** Emphasized continuous improvement through established processes ensuring long-term success and profitability:
- **Contract Management:** Managed contracts with over 200 vendors nationwide to ensure high-quality service delivery.
- **Web Projects:** Developed and maintained a professional website to showcase services effectively.
- **Conversion Tracking:** Implemented systems to track conversions and optimize marketing strategies.

#### Strategic Planning and Growth:

- **Sourcing Initial Funding:** Secured initial funding for business launch and key personnel recruitment.
- **BAU Optimization:** Implemented internal policies for efficient day-to-day operations.
- **Operational Excellence:** Developed robust systems and procedures to elevate operational quality and team efficiency.

#### Policy Advocacy and Regulatory Landscape:

- **Engagement with Government:** Played a pivotal role in shaping e-catering policies in collaboration with the Government of India, contributing to streamlined processes.

## PROJECTS UNDERTAKEN

### Mera Food Choice (2982 Days)

- Founded and led a company transforming in-train dining in India through technology and restaurant partnerships.
- Bootstrapped from ideation to execution, showcasing strong business fundamentals with a comprehensive business plan, investor presentations, and strategic team hiring.
- Established a dedicated customer satisfaction center, emphasizing a customer-centric approach.
- Demonstrated financial acumen by managing budgets, salaries, payments, and analyzing balance sheets for profitability.
- Implemented a robust digital marketing strategy including SEO, SEM, performance marketing, and automation to enhance brand presence and engagement.