COVER LETTER

SHANKAR.V.IYER
+91 99877 27524 | VEESHANKAR@GMAIL.COM | MUMBAI | INDIA

I'm Shankar, and I'd like to thank you for considering my application for this prestigious position.

With a proven track record in marketing, sales, and operations across India, the UK, EMEA, APAC, and the USA, I bring a wealth of experience that spans multiple industries and regions. I am a results-oriented professional with a deep passion for combining emerging technologies, digital marketing, and a people-centric leadership approach to drive business growth.

My career has been built on a foundation of strategic thinking, a results-driven mindset, and hands-on execution. I am committed to motivating and leading teams, driving customer satisfaction, and taking businesses to new heights.

I approach each challenge with a methodical mindset—first understanding the issue, analyzing the root causes, and then offering tailored, innovative solutions. This approach has helped me deliver successful campaigns, create multimillion-dollar sales strategies, and scale businesses effectively.

Key Areas of Expertise:

1. **#RevenueGrowth** 📈 : Proven success in formulating and executing strategies to drive revenue growth through new and existing accounts.

2. **#MarketingExcellence** 📊 : I manage both digital and offline campaigns to acquire new customers and boost revenue. Proficient in marketing automation tools to drive business success.

3. **#SalesLeadership** 🤝 : Skilled in creating and executing sales strategies that drive significant revenue growth. Experienced with sales automation, Salesforce training, and managing P&L/EBITDA.

4. **#ProductDevelopment** 🔧 : From concept to deployment, I lead the product cycle and ensure successful execution.

5. **#AfterSales & #OperationalEfficiency** ⚙️ : Overseeing the entire **Business Life Cycle Development (BLCD)** to ensure continuous operational excellence and customer satisfaction.

6. **#FinancialManagement** 💸 : Proficient in budget planning, financial forecasting, and spend management, ensuring optimal allocation and ROI across projects.

7. **#CustomerRetention** ❤️ : Implementing strategies that enhance customer loyalty and retention through personalized experiences and ongoing engagement.

8. **#DigitalAndTechnology** 🌐 : Championing the integration of digital tools and tech solutions, driving operational efficiency and data-driven decision-making.

9. **#TeamLeadership** 👥 : Leading high-performance teams, fostering collaboration, accountability, and continuous development to achieve organizational goals.

I am confident that my skills, experience, and commitment to excellence can add significant value to your company. I would be delighted to discuss how my background aligns with your needs and how I can contribute to your organization's ongoing success.

Thank you again for your time and consideration. I look forward to the opportunity to discuss my application further.

Best regards

Shankar V Iyer

Curriculum Vitae	SHANKAR.V.IYER
	+91 99877 27524 | veeshankar@gmail.com | Mumbai | India

Results-Driven Marketing & Sales (Business) Leader with 26 Years of Proven Expertise in Strategy, Revenue Growth, Campaigns, Lead Generation and Team Leadership Across Diverse Industries in India and Global Markets.
[A.I Driven and 360° Marketing Initiatives] [SaaS |Manufacturing |Higher Edu| EdTech | Real Estate| Hospitality]

"DRIVING GROWTH BY SOLVING CHALLENGES, NOT JUST SELLING SOLUTIONS. Let's connect to unlock impactful opportunities together."

[CMO | CRO |Business Head | Revenue & Growth Head |Marketing Head| Digital Marketing Head| Sales Head]

Significant/Key Collective Achievements: (To name a few)

Revenue Generation: (Sales) | Lead Generation | Campaign Management |Cost Efficiency |Team Management |Metrics

Sales Achievement (Revenue Generation)	Marketing Budget Management	No of Digital Campaigns Run	No of Leads Generated	EBITDA | PAT
up to Rs.628 Cr. p.a (~ US $ 75M)	up to Rs.75 Cr p.a (~ US $ 9M)	3,000+ Campaigns across Tier 1,2 & 3 Cities	5.5 Million+ Leads	16% to 20% | 4 % to 7% Positive RoI

Revenue Generation through Referrals	Sales Surge	B2B Bulk Subscriptions (SaaS)	Increment in Lead Conv Rate	Growth in Leads
28% to 49% of the total revenue	19% to 65% in comparison to the preceding years	600 to >2000 per client	10 to 22%	700% to 1100% across diverse projects.

CPL	CAC	ROAS	Cost Efficiency	#1 Ranking Keywords
CPL=INR 55 to INR 1900; achieving reductions ranging from 32% to 58%	INR 530 to INR 19,965; achieving reductions ranging from 28% to 44%	4:1 to 9:1 to 28:1 to 33:1, reaching up to an outstanding 67:1	25% to 39.84% savings across diverse projects.	15,000+

Web Traffic Growth	Increase Time on Website	Increment in Backlinks	Increase in Sales Conversion Rate	Growth in Reach & Impressions	Improvement in Email Open Rate & Click Rate
120% to 520%	62%	10,000+	63% to 190%	40% to 172%	68% & 15%

Financial Target Achievement	SEO Score Increment	New Product Launch (Concept to Launch)	Team Size Managed	Tech Launches
110% to 190% of the planned revenue.	27%	24 products and programs	14 to 110+ Members	created 10 New Websites from scratch; Overhauled 12 existing websites; Successfully Launched Mobile App & WhatsApp Bot (AI)

Seminars Delivered for Product Promotion	Webinar Organized and Managed	Cross-Functional Collaboration/Expertise
600+ across India	100+ across India and other countries	20+ years with HR, IT, Procurement, Customer Service, Operation and Finance

Other Achievements:
1. Executed **digital campaigns** in **over 10 vernacular languages**, leading to a **32% in web traffic** & a **24% boost in leads.**
2. **Implemented Unified Training Program**: Developed and implemented a unified training program for sales teams across India, APAC, and EMEA regions, resulting in a **30% improvement in sales performance** within the first year.
3. **Customer-Centric Approach**: Fostered a customer-centric culture within the marketing teams, resulting in a **20% increase in customer satisfaction scores and a 25% reduction in customer churn rates** across all regions.
4. Led the integration of **AI-powered analytics**, providing actionable **insights for data-driven decision-making**.

And many more……………

Core Competencies & KPI: 360° Marketing | End-to End Sales | Financial Management | Team Leadership

Marketing (Digital & Offline) B2C |B2B	**360° Holistic Digital Strategy | Multi-channel Expertise | Audience Segmentation & Targeting | Data-Driven Decision Making | Customer-Centric Approach | Lead Generation & Nurturing | Demand Generation| Innovative Campaigns | Customer Persona | Customer Acquisition & Retention |Digital Marketing | Branding | PR | Website Design & Development | SEO |SEM |PPC | Content Marketing |SMM |Email Marketing | Affiliate & Influencer Marketing | Video Marketing | Referrals & Loyalty |DSP | DMP |Account Based Marketing (ABM) |Budget Management |Pricing Strategies | International Marketing |Performance Marketing |CPL | CTR | RoI | ROAS |Market Research | Competitor Analysis | ATL |BTL (**Direct Marketing**, Expo, Conferences, Exhibition, Trade Shows, Conclaves, Sponsored Events, Seminars, Institution & Corporate Shows..etc) and **OOH | Vendor Management (100+) | Marketing Agencies (22+) | Category Management**
Sales B2C |B2B	**Sales Strategy |Sales Forecasting | Sales Funnel Optimization | Sales Cycle |Conversion Rate | Booking | Revenue| Growth Rate |CAC |CLTV| EBITDA | P&L | PAT |Sales Pipeline Velocity |Sales Cycle Length |Win Rate | Consultative & Solution Selling | Sales Enablement & Training |Reviews**
Product	**Design |Development |Launch |Product Note |Product Life Cycle |Project Management Tools**
Others	**Financial Acumen | Team Management | Operational Excellence | Visionary Leadership | Supply Chain & Logistics |Crisis and Conflict Resolution | Diversity and Inclusion | Negotiation Skills |Relationship Building | Cross-Functional Collaboration | Change Management |Effective Communication | Customer-Focus | CSAT**

❖ **Proficient with Marketing Tools/Automation/CRM**: **A.I in Digital Marketing,** Google Ads-Search/Display, LinkedIn Ads, Meta Ads, Email, Instagram, Twitter Ads, YouTube Ads, Taboola, Affiliate Marketing, Influencer Marketing**, ABM,** Lusha, Zoom Info, D&B Hoovers**,** HubSpot, SFMC, Pardot, WebEngage, Leadsquared, Unbounce, Sendinblue, Wordpress, Drip, MailChimp, Constant Contact, **Sugar, LeadSquared, Oracle**, **Salesforce,** and Customised **CRM**, Referral Rock, Ambassador, Hootsuite, Buffer, Sprout Social, BuzzSumo, Google Trends, SE Ranking, SimilarWeb, Spyfu, DSP, DMP SEMRUSH, Ahrefs, MoZ, bitly, Anytrack ClickMeter, AppsFlyer, GA, Grammarly, CopyScape, Peppertype, Canva, Mail Tester, Freepik, Envato and Adobe, Amazon CloudFont, Amazon AWS, Mimecast, Jira, Trello, Asana, and MS Planner..etc

Geographies Handled	**Managing both Offline & Digital Campaigns and Securing B2C and B2B Clients Pan India, APAC, UK**, **EMEA, and USA**

Industries Worked	**SaaS, EdTech, Higher Ed, Hospitality, Manufacturing, Real Estate, Logistics, Marketing Agency**
Industries Targeted for Lead & Demand Generation	**BFSI, IT, Hospitality, eCommerce, Healthcare, Pharma, FMCG, Automotive, .etc** [Conducting Marketing Research & Running Digital Campaigns for these Industries and Securing Clients]

Career History

Organisations, Roles, Responsibilities and Duration
Seven Eleven Group of Companies | Mumbai--- Group CMO (Revenue & Growth)   **Sept '24 till date**
➤ Managing the 360° marketing for the five group companies and nine businesses in the seven eleven group ➤ **711 Club & Hotels, Sea N Rock Hotel, Seven Square Academy (CBSE)—Mira Road, Thane, Naigaon | Seven Eleven Scholastic School (ICSE), Seven Eleven Construction, Seven Eleven Communications & Corporation Ltd** ➤ ATL, BTL, Digital, Marcom, Branding, PR, Revenue Growth, Lead Generation, Budget & Vendor Management ➤ Leading a team of 20+ members to drive revenue growth and streamline marketing operations.
DeeSha Digital Edge | Mumbai---Marketing, Revenue Growth & Business Head   **May 2022 – Sept 2024**
➤ **Services Offered:** Skilled in 360° **Digital Marketing, Branding, Lead Generation, Performance Marketing, And Revenue Growth**. Expertise in SEO, SEM, Meta and Google Ads, sales management, client acquisition, and event planning. Proficient in ATL, BTL, OOH campaigns, and budget management; 40+ Digital Marketing Tools and CRM. ➤ Leading multiple marketing campaigns for diverse clients, driving significant growth in engagement and revenue. ➤ Managing end-to-end project lifecycles, from strategy development to execution and analysis. Market Research and Competiton Analysis. || **B2B and B2C Sales || B2B and B2C Marketing** ➤ Comprehensive Analytics on all aspects of Marketing

1. Tech Projects: (Indian & Global Market)	2. Other Projects : (HoTech and PropTech)
❖ **Industries:** SaaS, IT, eCommerce, EdTech	❖ **Industries:** Hospitality/Food (Weddings, Catering & Events) and Real Estate
❖ **Products/Services:** Digital Transformation, Virtualisation, Cognitive Automation, Game Development, ML, AI, AR, VR, Robotics, Cloud Computing, Data Science, IoT, ERP, Cyber Security, Commerce Cloud Platforms, **Consulting---SaaS** (RPA, BPM, Hyperautomation, Task Mining, Process Mining).	❖ **Achievement**
	➢ Successfully managing Lead Generatio to Closure
	➢ Generated **over 20,000 qualiifed leads**
	➢ Achieved **ROAS of 6:1 to 140:1** in Real Estate and Hospitality through strategic digital marketing.
❖ **Achievements:**	➢ Contributed to **multi-crore revenue growth** for clients.
➢ Developed and implemented marketing strategies, resulting in a **40 to 60% increase in lead generation and an 18 to 22% boost in revenue.**	➢ Reduced Cost Per Lead **(CPL) to ₹65--₹375.**
➢ Secured over **75 B2B clients** during the project, driving approximately **£3.5 million in revenue** from a **marketing budget** of **around £6,000.** Achieved a **ROAS of 600:1**, with a **14% improvement in CPL** and a **28% reduction in CAC.**	➢ Successfully executed **20+ projects**, drivinng lead generation and revenue growth.
	➢ Boosted client revenue with innovative marketing strategies for events and business management.

- **Organisation:** TIMESPRO [A Times of India Group Initiative] | Mumbai
  - **Position:** GM--Digital Marketing and Growth (Revenue & Growth)
  - **Duration:** May 2023 to Feb 2024
  - **Products/Programs:** EdTech--Higher/Executive Education (150+ programs) online sales;
  - **Achievements:**
    - ➢ Developed and implemented digital marketing strategies to drive revenue growth for the company.
    - ➢ Managed a **monthly market budget exceeding INR 2 Crores**, generating over **INR 29 Crores in revenue/ month.**
    - ➢ Achieved Return on Ad Spend (**ROAS**) ranging **from 4:1 up to 67:1** across various programs.
    - ➢ **Increased sales and revenue by 31%** in the first half **(H1)** compared to the previous fiscal year.
    - ➢ Optimized the **marketing budget by reducing it by 18%,** while **increasing lead generation by 24%, lowering** Cost Per Lead **(CPL) by 32%,** and **reducing** Customer Acquisition Cost **(CAC) by 8%.**
    - ➢ Executed **over 200 synchronized marketing campaigns** across India, **boosting brand awareness and customer engagement by 35%.**
    - ➢ Introduced and launched multiple marketing tools and platforms, enhancing overall campaign effectiveness.

Lakshmi Machine Works (LMW) Ltd | Coimbatore   Apr'21 to April'22
Head (GM)-Digital Marketing-IT
(B2B Sales |360° Digital Marketing | Performance Marketing | Lead Generation | Email Marketing | Team Management)

- **Industry:** Manufacturing, Real Estate, Logistics, IT
- **Products:** CNC, Industrial, Engineering & Textile Machines, MEP, Constructions, Logistics, IT
- **Achievements:**
  1. Responsible for Planning to Execution of Branding, 360° Digital Marketing and Generating Revenue (Sales/Growth) for Products
  2. Achieved **multi-crore revenue** surpassing **INR 500 Crores** through innovative digital marketing strategies, resulting in a remarkable **ROAS of 33:1 and a CPL below Rs. 390.**
  3. Successfully developed a Sales Qualified Opportunity **(SQO) pipeline exceeding INR 100 Crores.**
  4. Generated **over 300,000 leads** through digital marketing initiatives.
  5. Led the **design and overhaul of three websites** and Increased **web traffic by over 500% within four months.**
  6. Achieved a **56% growth** in social media followers within a short period, notably in the manufacturing sector.
  7. **Established a comprehensive digital marketing team and department from the ground up.**
  8. Introduced agile marketing methodologies across geographically dispersed teams, **enhancing campaign responsiveness and RoI by 30%.**

Digital Regeneys & Regenesys Institute of Management | Mumbai   Jan'20 to Nov'20
Vice President—Marketing & Sales || Higher Education || IT--SaaS || EdTech

Responsible for Planning to Execution of Branding, 360° Digital and Offline Marketing and Generating Revenue [Sales/Growth] for Products: MBA (Rs.18 Lakh/Enrolment), BBA and EdTech—SaaS: Digital Programs such as Artificial Intelligence, Machine Learning, Data Science, Cyber Security, Digital Marketing…etc || **P&L | Team Management**

EDS Technologies Pvt Ltd | Bangalore	Oct'18 to Sept'19
National Sales Head—e-learning **EdTech || Higher Education || SaaS**	

Responsible for Planning to Execution of Branding, Digital and Offline Marketing and Generating Revenue [Sales/Growth] for SaaS: CATIA, CATIA V5, 3DEXPERIENCE, AUTOCAD and REVIT Design Software pan **India \|\| P&L \| Team Management**

1. Digital Solutions and 2. Skill-Learn Solutions	June'14 to Nov'19
Founder & CEO (Entrepreneur) | Bangalore	

A to Z Marketing Agency Services \| Branding \| 360° Digital & Offline Marketing \| Sales \| BD\| Operations \| Client Services\| Business Modelling \| Professional Education Training \|B2C \|B2B \| P&L\| Team Management \| Events \|Seminars

- ➢ Successfully founded and managed these two companies
- ➢ Oversaw all aspects of the business, including sales, marketing, operations and finance
- ➢ **Revenue Growth:** Achieved a **120% increase in annual revenue** by securing high-profile clients and expanding service offerings.
- ➢ **Client Portfolio:** Built a diverse client base across multiple industries including **Higher Education, Real Estate, Healthcare, Finance, IT, Retail, and Manufacturing,** serving over 50+ clients.
- ➢ **Digital Marketing:** Executed comprehensive digital marketing strategies resulting in a **200% increase in lead generation** and **a 50% increase in conversion rates.**

Digital Solutions- A Full-Service Marketing Agency	Skill-Learn Solutions—EdTech-SaaS Company
Digital Strategy and Consultation| Website Design & Development |SEO | SMM |PPC Ads| Email Marketing | Creatives & Collaterals |Content Marketing | Analytics & Performance Marketing-- **Digital and Offline marketing**	**EdTech Programs:** Subscription-based **SaaS** solutions—**A.I, M.L, Data Science, Digital Marketing, Cyber Security, IoT----** cutting-edge technology **Digital Transformation** programs **Skill Development /Employability Training Programs**
Industries: IT-SaaS |EdTech |Real Estate |eCommerce | Retail |FMCG| Healthcare | Hospitality | Higher EdTech	**Both of the aforementioned dept programs were tailored for Educational Institutions, Universities, and Corporates**

ITM Edutech (ITM Group of Institutions) |Mumbai || GM—Marketing & Sales	Mar'13 to May'14
Talentedge |Mumbai || DGM—Sales & Marketing	Nov'11 to Feb'13
APTECH Ltd | Mumbai HQ || Deputy Manager—PM & Sales	Mar'08 to Mar'11
Hindustan Aviation Academy |Bangalore || Deputy Director—Marketing & Admission	Feb'03 to Sep'07

360° Digital Marketing \|ATL\|BTL\|OOH\| Branding \| B2C\|B2B Sales \|P&L\| Lead Generation to Closure \| Revenue & Growth \| Team Management \| Stakeholder Engagement\| Franchise Management\| Campus Management \| Students Outreach \| Higher Education \| EdTech

In-Demand Hard Skills (Certifications)

A	1. **Google Analytics 4 (GA4) Essential Training;** 2. **Prompting ChatGPT with Multimodal Techniques;** 3. **How to Generate Marketing Leads with AI;** 4. **Generative AI for Digital Marketers;** 5. **Business Intelligence** 6. **Sales Strategy: Using AI and Automation to Sell More**	7. **Sales Trends | 8 . Big Commerce | 9.Digital Marketing** 10. **Website Design & Development** 11. **Qualified Email Marketer** 12. **Social Media Marketer** 13. **MS Office 365** 14. **CMO-Measuring Marketing Effectiveness RoI.**
B	Monthly Training on **Performance Marketing** from **Meta (Facebook) and LinkedIn**	

Languages Known: English, Tamil, Kannada, Malayalam and Hindi

Educational Credentials	Qualification	% of Marks	Board/University
	Doctor of Business Administration (DBA)	**Currently Pursuing**	**Manipal GlobalNxt University**
	Executive MBA (2 Years)	**82.75% (CGPA=3.31/4)**	**UPES**
	B.E (AMAeSI)-Aeronautical Engg	**1ˢᵗ Class**	**ASI**