

Souvik Bhattacharjee



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Professional Summary

"Results-driven marketing professional with over 9 years of experience in strategic brand management, integrated marketing, and campaign execution. Demonstrated expertise in driving revenue growth, optimizing marketing strategies, and engaging target audiences through innovative, data-driven approaches. Proven track record of building successful brand partnerships and executing high-impact campaigns that deliver measurable results."

Experience

Marketing & Partnerships- BeatO Dec' 2022 - Present

BeatO is a digital app-based platform that provides clinically proven diabetes care programs to help prevent, control, and even reverse the condition under the guidance of experts.

- **Developed and launched new Go-to-Market (GTM) strategies from scratch**, contributing to a ~10% MoM revenue growth through innovative market entry and engagement tactics.
- **Optimized campaign performance** by managing budgets, integrating brand positioning, and executing creative assets, including videos across paid channels for more targeted users cohort relevancy and traffic gaining ~15% increase in CTR
- **Forged strategic B2B alliances** with BNPL partners, affiliates, and corporates, resulting in ~14% QoQ revenue growth and an ~11% increase in conversion rates.
- **Strengthened brand partnerships** with GPAY, PHONEPE, PAYTM, and affiliates, boosting visibility, driving app traffic, and increasing user engagement, resulting in ~8% MoM growth in new acquisitions.
- **Analyzed consumer behavior** and enhanced partnerships with affiliates like TATA 1Mg, Pharmeasy, and Medibuddy, driving a 5% increase in returning users (RTU).
- **Created customer engagement programs** with curated deals, offers, and vouchers, leading to a 15% rise in average order value (AOV) and improved user retention.
- **Collaborated with cross-functional teams** to drive projects such as awareness outreach, app-shop optimization, ~20% customer acquisition cost (CAC) reduction, and sales funnel improvements, enhancing business growth.

Assistant Marketing Manager- Zoomcar (India) Nov' 2021 - Sept' 2022

Zoomcar is India's largest self-drive car rental service with presence in 48 cities headquartered in Bangalore,.

- **Led business growth initiatives** in Pan India by streamlining partner outreach and relationship management, driving revenue maximization ~20% increase in supply and ~30% increase in utilization,
- **Formed strategic alliances** with 40+ brands across banking, BFSI, e-commerce, and healthcare sectors, generating ~11% of overall revenue Q-o-Q.
- **Executed ATL and BTL marketing campaigns**, created regional marketing strategies, and improved customer engagement through offers and activations, contributing to a 15% monthly revenue increase.
- **Enhanced customer experience** by collaborating across departments to reduce complaint resolution time by 30%, improving retention and satisfaction.
- **Increased profitability** to ~6% by reducing discounts, re-engaging churned users, and boosting brand visibility through targeted promotional efforts.

Marketing Manager- Proem Hospitality Oct' 2019 - Oct' 2021

Proem Hospitality is a retail F&B chain and hospitality service that operates on COCO headquartered in Kolkata with presence in Bangalore and Siliguri.

- **Boosted brand growth** through hyper-local channels and strategic alliances in metro cities, enhancing market presence and user engagement increasing retail footfall by ~22% and revenue by ~10%.
- **Led end-to-end strategic planning**, preparing and executing rolling plans to drive business success and growth by saving 20% of budget allotted.
- **Pursued and executed growth strategies**, including alliances, partnerships, and sponsorships, linked to the overall strategic plan 10 movie tieups, 5 seasonal event tieups , and ~20+ corporate and college events.
- **Represented the brand at key industry events**, such as fests, trade shows, and travel & tourism platforms, increasing visibility and industry connections with ~25+ corporate tieups.
- **Conducted market and competitive analysis**, monitoring trends, customer needs, and competitors to develop effective business strategies and manage the marketing budget. (increased online orders by ~15%)

Deputy Marketing Manager
Wow Momo Dec' 2018 - Oct' 2019

- Setting up POS in Events & Corporates. (~50+ events participated)
- Corporate Alliances. (~100+ PAN India)
- Revenue Generation through coupon websites.
- Retail Marketing Audits (100+ stores PAN India)

Business Manager
R. G. Steel & Co. Jan' 2017 - Dec' 2018

- Enterprise & Corporate Revenue Growth.(~10+ Entreprises converted for a Annual Revenue of 4 Cr+)
- Creating business funnel for repeat business. (~70+ funnel created for West Bengal and Odisha) .
- Lead Generation. (Participated in 10 infra major events.)

Senior Sales Officer
Practo Mar' 2015 - Aug' 2016

- Strategic approach in driving business growth. (Kolkata- ~20 Lakhs, Blore - ~15 lakhs, Delhi - ~11 Lakhs and Odisha - ~3 lakhs)
- Onboarding 300+ Doctors and Enterprises.
- Lead Generation through marketing BTL activities.

Education

- Executive Program In Product & Brand Management from IIM Rohtak.- 2022
- PGPM in Marketing from United World School Of Business. - 2015
- B.Com from Calcutta University.- 2013
- Certification in Brand Partnerships from Udemy - 2020
- Certification in Digital Marketing (Social Media Marketing) from AIDM - 2017
- Language Proficiencies in English, Hindi & Bengali.

Skills or Traits

Innovation	<div></div>	80%	Analytical	<div></div>	80%
Communication	<div></div>	75%	Wearing Different Hats	<div></div>	95%