

# VIVAN KUMAWAT

**Address:** Jaipur, RJ, 302021

**Phone:** +91 8426013864

**LinkedIn:** [www.linkedin.com/in/vivankumawat](http://www.linkedin.com/in/vivankumawat)

**Email:** [vivankumawat533@gmail.com](mailto:vivankumawat533@gmail.com)

To work in a responsible position in professional growing organization where I can use my skills for the growth and development of the organization and myself while accepting the challenges.

## EXPERIENCE

**JANUARY 08, 2024 – PRESENT**

**HEAD – MARKETING**, GRYPHON ACADEMY PVT. LTD., PUNE

Responsibilities Managing:

- Managing end-to-end Marketing operations from ideation to proper execution.
- Leading a team of marketing leads including graphic designers, copywriters, motion and video editors, etc.
- Build shining landing pages for two different projects solo from ideation to completion. [Find the links below the description]
- Monitoring FB and Google Ad campaigns toward business goals, generated 700+ leads and 18 conversions into business.

Landing Pages I built:

GryphonX - Mechanical Engineering

<https://www.gryphonacademy.co.in/industry-readiness-programme-in-mechanical-engineering>

ISBR Business School - Exe. PGDM

<https://online-ga.isbr.in/executive-post-graduate-diploma-in-management>

**MAY 08, 2023 – SEPTEMBER 30, 2023**

**MARKETING MANAGER**, ISKILLBOX LEARNING TECHNOLOGIES PVT. LTD., PUNE

Responsibilities Managed:

- Led the marketing for iSkillBox Learning, including brand, customer acquisition, retention, client engagement, and the resulting financial performance.
- Led the channel leads who were handling campaigns, social media, partnerships, design, content, and performance.
- Managed to scale revenue from INR 3M to INR 5M on month on month basis in just the last 5 Months for my business vertical.
- Directly worked on all the aspects of business including product, marketing, creative, business, Growth, etc.
- Managed one running B2B Business in Corporate Training and two others which was in the development phase.
- Led the team that scaled monthly prospects from 60 to 180 for B2B Business.
- Scaled the business using Growth Hacking and emerging as a Growth Hacker.

**AUGUST 08, 2022 – DECEMBER 26, 2022**

**SOCIAL MEDIA & CREATIVE MANAGER, K12 TECHNO SERVICES PVT. LTD.,  
BENGALURU**

Responsibilities handled:

- Managed day-to-day production of brand-wide creative needs in a timely manner from creative briefs to asset delivery.
- Led the team that was contributing in 30% of the total revenue which was almost 90 lakhs – monthly, growing at 10% each month.
- Managed a creative team of graphic designers, copywriters, video editors, etc.
- Managed a monthly budget of 15 lakhs in ad spending across campaigns.
- Managed the day-to-day liaison with all external agencies like Marketing, eCommerce, and Influencer Marketing Agency.
- Reviewed shot requirements, compiled and combined various requests based on photo direction, timelines, and budgets.
- Monitored and approved every marketing material, eCommerce a+ images, content, messaging, and videos including product and packaging designs.
- Led the design team toward continuous improvements related to design tactics and strategies that represent the brand.
- Apart from this, managed a social media team focused on building concepts, a content calendar, and winning strategies aligning with our business goals.

**JANUARY 01, 2021 – JULY 31, 2022**

**CREATOR & SOCIAL MEDIA MANAGER, BILLIONAIRES\_MENTORSHIP**

Social Media Manager to Billionaires Mentorship, an Instagram business theme page having 17,000+ followers and reached well over 15 million accounts organically, inspiring millions of people with Business, Motivational, Mindset, and Life Lessons related content.

Please visit – [https://instagram.com/billionaires\\_mentorship](https://instagram.com/billionaires_mentorship)

Responsibilities Managing:

- Build this from scratch
- Build 10,000 followers in 30 days
- Partnering to run influencer marketing campaigns
- Collaborating with similar pages to run cross-promotions
- Working on all aspects of Branding, Growth, and Monetization
- Managing a team of Graphics Designers and Viral Content Researchers
- Offering Instagram Mentorship and Content Services
- Best handling DM inquiries and comments

**MARCH 04, 2019 – JUNE 30, 2022**

**FOUNDER & CHIEF MARKETING OFFICER, SOCIALTIME.IN**

SocialTime is known for generating and providing the most genuine and authentic social media engagement services in the industry.

SocialTime deals in:

- Instagram
- YouTube
- And Facebook Services

We are known for our undivided attention towards our work and our customers over a long time, we've helped many social media influencers to grow in every possible way.

**Sold it** to my partner, now he is running it.

**DECEMBER 01, 2017 – JANUARY 10, 2019**

**MANAGING DIRECTOR, VIVAN ENTERPRISES (E-COMMERCE)**

Worked with big e-commerce tech Amazon, Flipkart, and Paytm Mall.

I learned actual entrepreneurship after starting my first business which includes:

- Starting from the scratch
- Business planning and execution
- Work and team management
- Cash flow and working capital management
- Business communications
- Business laws and taxations
- Business operations and budget allocation
- Building partnerships and dealership
- Business Negotiations
- Critical thinking and problem solving
- Inventory and supply management
- Entrepreneurship, leadership, and managerial skills

## EDUCATION

**AUGUST 2023 - SEPTEMBER 2023**

**GROWTH HACKING INTENSIVE PROGRAM, GROWTHSCHOOL**

(INSTRUCTED BY - VAIBHAV SISINTY)

An 8-week cohort-based Intensive Program on Growth Hacking uncovering the Growth Funnel which is essential to every Business and Startup come across.

**JANUARY 2019 - AUGUST 2019**

**MASTERS IN DIGITAL MARKETING, DELHI SCHOOL OF INTERNET MARKETING**

(PREMIER GOOGLE AND FACEBOOK PARTNER)

Master's in Digital Marketing from Delhi School of Internet Marketing

**MAY 2015 - MAY 2018**

**BACHELOR OF COMMERCE, UNIVERSITY OF RAJASTHAN**

Bachelor of Commerce, Accounting and Business/Management

## SKILLS

- Growth Hacking, Creative Development
- Digital Marketing, Social Media Marketing, eCommerce, SEO, PPC, and many more
- Familiar with most the tools used in Internet Marketing and Designing
- Good at leadership and managerial skills
- Instagram, Facebook, Twitter, and LinkedIn
- Business Suite, Hootsuite, Google Analytics
- Excellent Trainer/ Mentor – I Make Things Easier to Understand for Others
- Love to be Creative & Result Oriented
- Disciplined with a can-do Attitude

## INTERESTS

Growth Hacking, Marketing Strategy, Entrepreneurship, Digital Marketing, Public Speaking

## PERSONAL INFORMATION

**Father's Name** : Madan Kumawat  
**Date of Birth** : 5<sup>th</sup> August 1997  
**Gender** : Male  
**Nationality** : Indian  
**Language Known** : Hindi, English

### Declaration

I hereby declare that the particulars given above are true to the best of my knowledge.

**Date:** .....

**(Vivan Kumawat)**