

CHAYAN



With over 7 years of experience as a Digital Marketing Specialist, I have extensive expertise in business analysis, product development, growth strategy, sales & operations, and marketing campaigns via CRM and web-based solutions. I possess a strong interest SDLC Management (Agile), Change Management, and Business Analysis.

My portfolio includes successful engagements in AI-based Digital Enablement and Blockchain technologies such as Web 3.0, Crypto Banking, DEFI, NFT, and Smart Contracts. Additionally, I have experience in PMO governance, driving strategic insights, transforming programs, mitigating risks, and achieving successful business outcomes.

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[in/Chayan](#)

COMPETENCES

Agile/Change Management:

- Project Delivery Framework
- Business Requirement Documentation
- Low Code Solutions (DIY)
- Blockchain Integration
- Change Management Methodologies
(Agile Change Management, Six Sigma)

Learning and Collaboration:

- Jira
- Microsoft Teams
- 3RD Party Collaboration
- Yammer
- SharePoint
- ServiceNow
- Google Classroom
- Zoho CRM
- Workday
- Confluence

Digital Marketing Tools:

- Search Engine Optimization/Marketing
- Lead Generation
- Advertising (Google AdWords & other
PPC campaigns)
- Google Analytics & LinkedIn Sales
Navigator
- Canva

ACADEMICS

B. E. (2016)

Punjab Technical University
(Computer Engineering)



PROJECT MANAGEMENT CONSULTANT (FEB 2023 - CURRENT)



As a Digital Marketing Consultant at KPMG, I spearheaded transformative initiatives within the Home Loan and Gold Loan products domain, leveraging a comprehensive toolkit of digital marketing strategies and platforms. Drawing on my expertise in digital marketing tools and practices, I orchestrated campaigns that drove engagement, generated leads, and bolstered brand presence.

I strategically utilized tools such as Mailchimp for bulk email marketing, orchestrating targeted email campaigns that reached and resonated with our client's audience. Additionally, I harnessed platforms like Gleam for giveaways, designing and executing compelling contests that amplified brand visibility and fostered audience participation.

Social media management (SMM) was a cornerstone of my approach, where I leveraged platforms like Facebook, Instagram, Twitter, and LinkedIn to disseminate content, engage with followers, and cultivate brand advocacy. I crafted data-driven social media strategies, optimized content for each platform, and monitored performance metrics to refine our approach continually.

DIGITAL MARKETING SPECIALIST (MARCH 2018 - FEB 2023)



During my tenure at Antier, a pioneering blockchain development company, I played a pivotal role in the company's IT transformation, transitioning from a financial payments' software product to a blockchain payments platform. With a primary focus on driving cryptocurrency adoption and enhancing user experience, I spearheaded the implementation of a change strategy aimed at facilitating convenient spending and investing through a peer-to-peer Multi-Chain Crypto Wallet.

Collaborating closely with Product Managers and key stakeholders, I contributed to gathering business requirements, executing digital marketing plans, via CRM and web-based solutions. My efforts were geared towards ensuring a seamless transition for our people amidst the evolving landscape.

Furthermore, during the merger with Ancypto, I actively supported the change management process, ensuring a smooth integration by implementing new processes and strategies. Additionally, I played a key role in onboarding and training new team members, facilitating their seamless integration into the merged organization.

DIGITAL MARKETING EXECUTIVE (JAN 2017 - JAN 2018)



Beckon Delve is a research company in future technology. Its research lab is armed with a team of talented people who work in potential technologies like AR,VR,AI,ML,Computer Vision, Blockchains for web and App platforms. Developing and delivering the digital marketing strategy, Email Marketing. Responsible for the performance of all digital marketing channels, leading the team to achieve targets within budget across search, email, affiliates, and social media.

Designed the Communication and Stakeholder engagement plan for the Data stream of a global business transformation program at one of the world's largest express delivery companies.

ANALYST (JULY 2016 - JAN 2017)



Orpins is an e-commerce development company in India that helps entrepreneurs improve their businesses and provide products and services to a wide range of customers.

Worked on Understanding the client needs and using the best of the SEO, SMM, SEM knowledge and research work to identify the marketing goals and strategy that best suits the client.