

Shahnawaz Kalawat

(Growth Marketer)

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MBA (MARKETING)

Welingkar's Institute of Management, Mumbai
2016-2018

M.COM (MANAGEMENT)

University of Mumbai
2013-2015

B.COM

SIES College, Nerul
2010-2013

DIPLOMA IN ADVERTISING & PUBLIC RELATIONS (DAPR) -

Welingkar's Institute of Management, Mumbai
2012

TOOLS WORKED ON

- CRM Tools like:
- EDS - An In-house Marketing Automation Campaign Management Tool (similar to CleverTap, MoEngage, WebEngage, Adobe Campaign Manager, Salesforce Marketing Cloud)
- CleverTap
- SendGrid
- Hubspot CRM
- Mindmatrix AMP
- Facebook Ad Manager
- Google Ads
- Tableau
- Hotjar
- SurveyMonkey
- Hootsuite
- Kenscio Email
- MailChimp Email
- Buffer

PROFESSIONAL SUMMARY

Growth marketing expert with 11 years of experience in Growth Marketing, Customer Retention, CLM, CRM, Loyalty, Customer Lifecycle Management, Mobile and App Marketing & E-commerce Marketing. Skilled in leveraging data-driven insights to optimize campaigns, drive engagement, and reduce churn across diverse markets. Proven ability to develop strategies that enhance customer lifecycle value and deliver measurable business growth

PROFESSIONAL EXPERIENCE

YouGov

Manager – Retention & Engagement (APAC-MENA)

(Apr'23- Aug'24)



- Led initiatives to expand campaigns into new markets across APAC-MENA regions including Australia, UAE, Saudi Arabia, India, and Singapore.
- Developed and managed lifecycle marketing communication plans, significantly increasing member engagement.
- Executed end-to-end email and survey campaigns, leading to a **14% increase** in engagement (Australia, India).
- Introduced a personalized survey campaign that achieved **20% higher conversions**.
- Implemented a one-question survey format, reactivating **34% of dormant members**.
- Managed a team of five, driving successful cross-functional projects.

Achievements:

- Successfully **reduced churn rates** by implementing targeted retention strategies.
- Increased **engagement by 14%** through visual-based email campaigns.
- Introduced a survey campaign with a **20% higher conversion rate** than industry benchmarks.

Tata Play (Formerly Tata Sky)

Manager – Subscriber Marketing

(Mar'22- Apr'23)



- Developed and executed customer retention strategies to reduce churn.
- Enhanced **Customer Experience** across various touchpoints by optimizing customer journeys.
- Conducted **A/B testing** and liaised with cross-functional teams to optimize product features.
- Managed multi-channel communication including **SMS, Push Notifications, In-App Messaging**, and **Email**.

Games 24x7 (RummyCircle)

Sr. Associate – Marketing Retention

(Nov'18- Mar'22)



- Managed over 150 retention campaigns, improving ARPU, Retention Metrics, and LTV of cash gamers.
- Led Facebook ad campaigns for retention, achieving an average 140% ROI.
- Introduced milestone-led cash offers during IPL, boosting app stickiness and retention.
- Developed and managed email marketing strategies, improving open rates and reducing domain reputation issues.
- Achievements:**
- Achieved a 140% ROI during an IPL liquidity challenge by implementing a milestone-driven cash offer, enhancing player engagement on the app.
- Secured an 80% ROI through personalized milestone offers in a leaderboard-focused campaign.
- Recognized with the Bright Beginnings Award in the second month for exceptional contributions and commitment to campaign success.
- Collaborated with cross-functional teams, including product, tech, operations, creative design, and HTML teams, to plan, execute, and enhance app features and strategic product roadmaps.

- CleverTap Certified
- Google AdWords Certified
- HubSpot CRM Certified

Budgeting:

- Managed & forecasted Rs. 70 crores+ Month on Month as the entire budget / Monthly P&L of all campaign spends. Helped optimize spends every month and allocated budgets for big campaigns and interventions

Facebook Marketing (Ads)

- Launched all Facebook retention-based ads for retargeting and retention improvements
- Responsible for multiple A/B testing of creatives, audiences, and trend analysis

Buchanan Group India (A WPP Group Co.) **Online Community Management** **(Feb'18- Nov'18)**



- Managed digital campaigns for HomeTesterClub, working closely with content teams on campaign creation and execution.
- Launched and analyzed social media campaigns, leading to improved engagement metrics.
- Collected insights and identified trends to develop effective outreach strategies.
- Drove business development and client servicing for both existing and prospective FMCG and OTC clients.

Summer Internship:

Vizury Interactive Solutions Pvt. Ltd. **Inbound Marketing Intern**

(May'17 –June'17)



- Generated leads through LinkedIn for email marketing and customer acquisition initiatives.
- Nurtured and qualified leads, guiding them through the onboarding process on the platform.
- Managed the sales funnel using HubSpot CRM to track and convert leads.

Tata Croma

Information Architecture & SAP Hybris Intern

(Mar'17 -Apr'17)



- Mapped electronic attributes into the SAP Hybris tool.
- Linked product specifications to the appropriate front-end category clusters.

Surmount Energy Solutions Pvt. Ltd.

Senior Marketing Coordinator

(June'13- June'16)



Campaign Management:

- Managed comprehensive social media campaigns from start to finish.
- Planned, executed, and reported on Facebook ads using social media campaign management tools.

E-Commerce:

- Oversaw online sales, e-commerce operations, and the launch of e-stores on platforms like Amazon, Flipkart, and Snapdeal (B2B & B2C).
- Successfully doubled e-commerce store presence and order volume, resulting in a 20% revenue increase.
- Conducted on-page SEO and competitive keyword analysis to enhance search visibility.
- Managed the online reputation for all e-stores, ensuring positive brand presence.

Project Management:

- Facilitated client servicing, coordination, consultation, and reporting between clients and internal teams.
- Provided consultation and ensured the fulfilment of client requirements.
- Business Development:
 - Generated leads through email marketing, event marketing, and online webinars.
 - Marketed and demonstrated products to B2B vendors and potential clients.