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|  | **DEEPAK KUMAR JHA** |  |
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Creative+ Techno-functional, ROI & Business driven digital marketer/brand manager with 10+ Years’ experience in digital promotion, brand communication, Social media, Search engine, Email/SMS/Content Marketing. Have proven track record of inbound web traffic, Lead generation, Customer communication & Leadership along with business development & product sales.

* Expertise in B2B & B2C, marketing techniques behind pricing, research, buyer behavior, Customer retention & Branding. Expert in various media marketing tools: Google Adwords, Facebook/LinkedIn Ads, Hubspot, Marketo.
* Having Exposure into multiple domains: Real Estate, E-commerce, Software, Customer Services, Vendor Management, Events, IT & Services, Retail.
* Privileged to work for various entrepreneurial ventures: Square Yards, Bling Events, Square Capital, Hometurph, RetailLoans

**Professional Experience:**

1. Marketing Head with Retrotech (July 2020 to Present)
2. “Lead-Marketing ” with Silverskills (Sep 2015 to June 2020)
3. “Manager- Digital Marketing“ with Square Yards (Oct 2013 to Sep 2015)
4. “Product Manager- Online Services” with Creative Thinks Media (April 2013 to Sept 2013)
5. “Analyst-AdWords” with GlobalLogic Inc. (October 2010 to April 2013)

**Work Association**

1. Company: Retrotech Business Solutions

Designation: Marketing Head

Responsibility:

* Lead Generation for ITAD & Electronic Recycling through [www.b2bexportsllc.com](http://www.b2bexportsllc.com) portal
* Migration from agency digital marketing to in-house digital
* Digital marketing for B2B lead generation across USA market for both sale & purchase of refurbished IT assets
* Email Marketing, Social Media marketing & Brand promotion

1. Company: Silverskills Pvt Ltd

Designation: Manager – Marketing & Operations

Projects ownership:

Hometurph - E Commerce product offering Services at doorstep

ARCIS India: Mortgage & Loans- Digitization of complete Loan process, Lead Generation

Silverskills - Marketing Communication, Digital setup, Interfacing business & technology

Worked on conceptualizing Hometurph “India’s First Concierge services”. Starting from web design, development & entire advertising operations

P&L management for technology & marketing team with sales delivery

Interface with the product and engineering teams to rapidly design, iterate, build and

Optimize landing pages, learning centers, user flows, UX, and product funnels

Managing, motivating and mentoring an in-house digital team, leveraging the team strength through engaging team management.

Oversee marketing budget and optimize advertising use for profitable ROI & Brand building

Increased sales/revenue through targeted Digital marketing campaigns

Build & Lead 12 members cross functional team managing product development, brand positioning, advertising spent.

Held P&L for brand Hometurph along with technology & marketing, Operational delivery.

Achieved continuous 1000+ monthly order, with margin size 20-30% for our Services at doorstep campaign

Marketing company products to Indian markets & NRI through Digital Channels.

Handling CRM for repeat Customer additionally City wise Vendor Augmentation. Team Handling for Retail Loans site development, CRM deployment of all lead entry & managing the lead data flow lead nurturing

Strategy for digitization of entire loan sales process. Directed development team to achieve complete structuring for process cycle viz. tracking, Loan management (www.retailloans.in)

Other assignments at Silverskills:

Email Marketing Campaign, marketing collateral creation, digital strategy for Silverskills, Agency work monitoring, B2B Marketing planning.

2. Designation- Manager- Digital Marketing

*Organization- Square Yards Consulting Pvt. Ltd. (Oct 2013 to Sep 2015)*

* Oversee all digital activity including SEO, PPC, website management, email marketing, intranet curation, social media channels, video content and online advertising
* Hired, Trained & Build a team of 10 person in digital marketing vertical. Drove/exceeded the marketing vertical ROI
* Update and optimize content for websites and blogs, including posting new content and editing existing pages with copy, graphics, multimedia, social media etc.
* Responsible for generating brand / product / services awareness through the internet. Devising strategy and research to get populated on internet and making the buzz successful across all digital media.
* Collaborate on an ongoing basis with account, media, creative and project management teams for multiple project kick-offs.
* Defined enterprise digital road-map and strategy for various projects promotions across the globe.
* Increased conversion rates by 20% from A/B and multivariate testing.
* Drove over 5K leads a month with various digital via paid media, affiliates and partners.
* Awarded with the best lead generation campaign for Loan product/ Real estate product across different countries.

1. Organization- Creative Thinks Media (April 2013 to Sept 2013)

Designation- Online Product Manager

* Established digital marketing campaign performance monitoring and reporting for company and clients
* Amongst the Key decision maker for online projects & Services. Associated with every part of project in term SEO- On-Page, Off-Page, SMO- Creative, Technical & Analytics, SEM- Cost Planning, Biding strategy, MCC account Management, Branding & PR.
* Handling clients Advertisement account management & web promotions analytics. Drafted various types of innovative web marketing product & solutions to our clients.
* Liaise with Media Buyers and client’s Marketing Managers to ensure digital budgets are allocated towards the most cost efficient and effective channels

4. Designation-  **Business Analyst**

*Organization- Global Logic Inc. (October 2010 to March 2013)*

Project: **Google SMB (Google AdWords, Google sales & Business Operations)**

Client: Google India Private Ltd. (Hyderabad)

Department: AdWords for SMB & Client Support

1. Supporting Google Clients in terms of Advertisement &Marketing Services.
2. Helping Google Customer in terms of AdWords Campaign Management & educating them regarding advertisement policies.
3. Manage online portfolio of dedicated accounts and provide optimization suggestions and other expansion opportunities

**Techno-Functional Skill:**

* A record of success in delivering creative, impactful marketing solutions with measurable outcomes
* Solid understanding of web metrics, digital analytics, with the ability to generate, analyze and interpret data
* Proven management ability with experience leading matrix teams in a marketing organization
* Mastered the arts of client support, corporate branding, content marketing, disruptive design and business strategy through a handful of entrepreneurial ventures and countless assignments.

**Academic Credential:**

* Master of Computer Application in 2010 from Icfai University
* Diploma in Software Engineering from NIIT, 2007
* B.Sc.(Math Hons., Physics) from Magadh university,2006

**Hobbies/interests**

Surfing Business/Technology news, Problem solving

Making friends, Chatting, Internet Research & playing cricket

**Declaration**

I, hereby declare that all the information provided is true to the best of my knowledge and belief**.**

**Deepak Kumar Jha**