

SID NANDY

DIGITAL GLADIATOR GROWTH HACKER INTERNATIONAL MARKETER

SID NANDY@GMAIL.COM SKYPE NANDY SID

+91 99 5588 4153 | +62 821 3255 3986

SUMMARY

Every brand has stories to tell—stories that will not only engage, inform, surprise, delight, and impact their audience, but that will also deliver on measurable business goals. And I am the conduit between brand and consumer.

I am a highly organised communications specialist with about 5 years of experience in marketing & advertising.

My specialties include digital media, consumer behaviour, brand awareness, and omni-channel marketing campaigns. Areas of extensive expertise include public speaking, strategic marketing (digital & offline) and project management.

I am able to communicate, present and influence credibly and effectively at all levels of the organisation, including executive and C-level, along with managing multiple projects at a time while paying strict attention to detail.

I enjoy golf, music, cooking and share markets.

WORK EXPERIENCE

Head of Marketing (Digital) - Rocket Internet SE (foodpanda)

Jakarta (August 2015 to January 2016)

Plan and execute all web, SEO/SEM, marketing database, email, social media and display advertising campaigns, along with push notifications

Design and build games/content to maintain our social media presence,

Measure and report performance of all digital marketing campaigns, and assess against goals (ROI and KPIs)

- # Identify trends and insights, and optimise spend and performance based on the insights
- # Brainstorm new and creative growth strategies
- # Plan, execute, and measure experiments and conversion tests
- # Collaborate with internal teams to create landing pages and optimise user experience
- # Utilise strong analytical ability to evaluate end-to-end customer experience across multiple channels and customer touch points
- # Instrument conversion points and optimise user funnels
- # Collaborate with vendors & partners
- # Evaluate emerging technologies.
- # Provide thoughts, leadership and perspective for adoption where appropriate

Head of Marketing - DOG Digital Agency

Jakarta (July 2014 to August 2015)

- # Managed all marketing for the company and activities within the marketing department.
- # Developed the marketing strategy for the company in line with company objectives.
- # Co-ordinated marketing campaigns with sales activities.
- # Managed the company's marketing budget.
- # Developed campaigns for clients.
- # Managed lead generation campaigns, measuring results.
- # Overall responsibility for brand management and corporate identity
- # Preparing online and print marketing campaigns for clients
- # Monitor and report on effectiveness of marketing communications.
- # Worked closely with digital placement agencies, assisting with new product launches.
- # Maintain effective internal communications to ensure that all relevant company functions are kept informed of marketing objectives.
- # Analysed potential strategic partner relationships for company marketing.

Marketing Communication Manager - LivingSocial Inc.

Jakarta (June 2013 to July 2014)

Internal:

- # Ensure that employees are aware of changes and projects within the company.
- # Distribute executive messages, prepare presentations and internal memos, and conduct meetings to share information.
- # Develop print materials and branding strategies for employee use.
- # Occasionally help marketing and public relations staff with campaigns and provide communications coaching for employees.

External

- # Represent LivingSocial to stakeholders, interested parties, and the public.
- # Serve as the company spokesperson to the media and the general public.
- # Develop and convey the company's policies or position on issues, including but not limited to issuing press releases, arranging interviews, and compiling press kits.
- # Decreased annual marketing expense by 16% for FY13

Public Relations Associate - Blackstone Digital Agency

New York (January 2012 to April 2013)

- # Plan publicity strategies and campaigns
- # Deal with enquiries from the public, the press, and related organisations
- # Organise promotional events such as press conferences, open days, exhibitions, tours and visits for clients
- # Provide clients with information about new promotional opportunities and current PR campaigns progress
- # Analyse media coverage
- # Liaise with clients, managerial and journalistic staff about budgets, timescales and objectives
- # Design, write and produce presentations, press releases, articles, 'in-house' journals, reports for web sites and promotional videos.

EDUCATION

MBA in International Marketing

University of Maryland (Robert H. Smith School of Business)

2015 to 2016, USA

Bachelor of Arts in Mass Communication & Media Studies

Arizona State University (Walter Cronkite School of Journalism and Mass Communication)

2009 to 2013, USA

SKILLS

SEO/PPC/SEM/AdWords (4 years)

Adobe Creative Suite (3 years)

Microsoft Office (10+ years)

Strategic Marketing (5 years)

Campaign Management (4 years)

Management (2 years)

LANGUAGES

English - Native/Bilingual proficiency

Bahasa Indonesia - Full Professional proficiency

Hindi - Native/Bilingual proficiency

German - Basic proficiency

AWARDS

IMA Best Campaign

February 2014

Best PR Campaign awarded by Indonesian Marketing Association.

CERTIFICATIONS

- Marlboro Special Brand Ambassador - January 2015 to December 2015
- Google AdWords Certification (Google) - January 2015 to Present
- Online Marketing Certified Professional (OMCP) - April 2014 to Present
- Certified Digital Marketing Master (Digital Vidya) - February 2016 - Present

GROUPS/ORGANIZATIONS

Indonesian Marketing Association (Association of top level marketers of South East Asia.)

September 2013 to Present

United Nations Volunteers

August 2014 to Present

PUBLICATIONS

- Il mondo che cambia rapidamente a noi (Jan 2014)

Chip Magazine Italy (page 23)

- SEO affected by Google SERP redesign (March 2014)

<http://www.sooperarticles.com/business-articles/direct-marketing-articles/seo-affected-google-serp-r>

- Future of location based marketing with Pokémon GO (July 2016)

<https://www.linkedin.com/pulse/location-based-marketing-pokemongo-sid-nandy>

- more articles available on LinkedIn

VOLUNTEER/PROJECT WORK

- Digital Marketing Consultant at **GLOBAL ASSISTANCE AND HEALTHCARE**

September 2013 - Present

Serve as a marketing consultant. Handled copywriting for the website, ran Google Adwords campaigns, and networked with prospective program attendees and donors using Facebook and Twitter.

- Marketing Consultant at **United Nations Volunteers**

August 2014 - Present

The tremor in Ludian County (China) on 3rd August left 2400 injured and close to 230,000 people suffered from water and food shortages. 12,000 houses were destroyed and 30,000 damaged. We crowdfunded a project to aid in such a situation. At the end of the campaign, we were able to send 150K USD along with 7000 bottles of water and food packs. I have been associated since.

- Owner at **HIVE Enterprise**

December 2013 - Present

Hive is a project by a few friends and I where we organize themed parties in different locations. Since 2013, we've hosted around 30+ parties around Jakarta and Bandung. The events are mainly to promote upcoming local artists, help local new brands, accumulate funds for a shelter or other important causes.

REFERENCES

References available upon request.