

Summary

Digital Marketing Leader

- Data driven, full stack marketing leader driving digital marketing over 10+ years across leading companies in SaaS business (B2B and B2C), top digital brands like Airbnb, Uber, SuperCell, Machine Zone with passion in growing mobile first products, subscription businesses, team leadership and cross function collaboration
- Industry influencer in mobile marketing and invited speaker at multiple growth conferences

Employment

Marketing Leader, Quickbooks **Intuit Inc., Mountain View CA** **Jan 17 – Current**

User acquisition and growth

- Led mobile acquisition strategy and execution with strong cross functional collaboration to identify optimization opportunities throughout the acquisition funnel
- Led agency briefings, quarterly business reviews, budget planning and performance analysis for various digital marketing initiatives
- Built company-wide mobile marketing capabilities by product managing integration of most updated mar-tech and ad-tech infrastructure as well as developing team skill sets
- Led and influenced direct and dotted teams to achieve 150% growth year over year

Retention and Engagement

- Led the strategy for multi-channel messaging by leveraging push notifications, emails, web notifications and in-app messaging to personalize communications with every single user
- Developed company-wide marketing tech-stack by integrating with mobile-first marketing automation platform (Braze) to improve retention by 135%
- Increased retention of existing inactive users by creating the messaging principles to engage with them with personalized content at the right time and with the right frequency

Data driven marketing

- Led the collaboration with data scientists to leverage machine learning in developing a user propensity model to determine how and what to communicate to users with varied propensity scores increasing user conversation rates during trial period by 165%

Pricing and business model

- Identified the business model and pricing for QuickBooks brand to merge both small business and self-employed customers in collaboration with product, design and pricing teams

International growth

- Launched and expanded the growth in UK, CA, AU, SG, HK and ZA
- Developed mobile marketing capabilities and team in each market to drive highly successful performance marketing campaigns
- Immersed as an influencer for strategizing the mobile user growth plan in each region

Senior Manager, Growth **HotelTonight (acq by Airbnb), SF** **Jan 16 – Jan 17**

- Developed the monthly and quarterly strategy, budgeting and executed the plan for display advertising
- Realigned the channel mix comprising of programmatic ad buying on networks and exchanges, social ads on Facebook, Instagram, Twitter, Pinterest and Snapchat as well as established direct and private marketplace deals with publishers in the aligned categories
- Led the creative development and testing process for creative optimization
- Increased engagement and repeat purchases from existing users through retargeting campaigns
- Expanded user acquisition to Meta Search channels, including Google Meta search, Kayak and Trivago
- Successfully launched offline radio campaign and measured lift against controlled groups
- Led cross functional collaboration in to integrate tech-stack (SDKs for FB, Adjust, Firebase)

Senior Account Manager **GETIT Mobile, San Jose CA** **Aug 14 – Aug 16**

- Managed multi-million-dollar budgets for a portfolio of apps (Clash of Clans, Game of War, Uber, Gummy Drop) based on LTV and ROI evaluation and maintained client relationships to grow the budgets
- Led a team to set up and execute a paid media campaigns across multiple ad platforms.
- Developed and implemented testing strategies to improve the consumer mobile experience, including landing page optimization, copy / image testing, user segmentation, etc.
- Designed and drove the development of “Campaign Tools” (an interface to launch campaigns programmatically on multiple platforms) to reduce time to launch and speed up optimization

Founder **Detour India** **Jan 12 – Jun 13**

- Created website (detourindia.com): offered experiential travelling experience through customized trips based on clients’ interests; analyzed and leveraged research reports published by Tourism Ministry of India to derive product propositions suitable to varied traveler profiles
- Catered travel recommendations to 200+ clients; hired local tour guides and created a channel for serving guests across the entire region in India

Product Manager **Max New York Life Insurance** **May 09 – Dec 11**

- Drove the development of low cost, high impact features with insights on key product drivers
- Led the to market strategy for new product launches. Enabled sales team with compelling selling stories and value propositions in the form of training decks, winning sales pitches, competition battle cards, one – pages, product brochures, FAQs and videos
- Designed the wireframes and built the prototype for first of its kind mobile app to help sellers.
- Led the project to re-design the website including buy-in from key executives.
- Led the product team to define, track, and analyze which metrics would most likely be impacted in a release and calculated baselines to confirm their acceptable ranges.

Education

Berkeley, CA **University of California** **Jul 14**

- Professional Certificate in Marketing - Earned with Distinction

Ghaziabad, India **Inst. of Management Technology** **Apr 09**

- Master of Business Administration (Top 10 B-school in India)