



DHAIRYA MEHTA

DIGITAL MARKETING MANAGER

CONTACT

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EDUCATION

B.Tech (Electronics)

IIIT Bhubaneswar

2017-2021

10+2 (Science)

Krishna Public School, Raipur

2015-2017

SKILLS

PROFESSIONAL

Problem solving

Communication

Team Management

Leadership

CERTIFICATIONS



RECOMMENDATIONS



PROFILE

Creative & data-driven marketing enthusiast having **2+ years** of combined Internship, Projects, Freelancing & Work experience. **Won 3 awards and worked with 7 organizations** in the domain of **digital marketing, marketing analytics & product marketing**. Especially skilled at building digital marketing strategies & practicing across different channels, optimizing them using data analysis & marketing insights.

EXPERIENCE

DIGITAL MARKETING MANAGER

Testbook | Dec'20 - Present

- Accelerated contribution of Referral Revenue from **8% to 17.5% in 3 months**
- Creative Influencer Marketing Strategies led the jump of **Influencer revenue by 1.7x**
- End-to-End Product Marketing of an **E-commerce Product** across all channels from strategy to implementation, led the product to become **Amazon #2 Bestseller in 3 months**
- Created custom Dashboards** for all my projects to report & monitor KPIs, minimize efforts, measure impactful channels and improvement scope, maximize ROI and for better understanding and quick feedback from cross-functional teams.
- Collaboration with **performance, social, tech, product & data team** to get things done.

SKILLS

TECHNICAL

Marketing Strategy

Data Studio

SEM/SEO

ICs/E-mail/SMS Marketing

Web Analytics

E-commerce Marketing

Marketing Automation

Influencer Marketing

Copywriting

Product Marketing

ACHIEVEMENTS

- Google's Top Marketer in Google Online Marketing Challenge 2020 (Team Leader)
- World Rank 11 in International Digital Marketing Challenge by Purdue University.
- National finalist in Product Marketing Challenge by Testbook.
- Top 5 Yes fellows in Media for Change Fellowship by YES Bank.

EXPERIENCE

DIGITAL MARKETING INTERN (TEAM LEAD)

Good Neighbors Australia | May'20 - Dec'20

- Led the **Digital Marketing of the organization** and **managed the Interns** in Digital Marketing.
- Set up **Web Analytics, Attribution, Conversion tracking, created Dashboards & Visualizations** from scratch to visualize **traffic & donation data** across all digital channels
- By analyzing data and inferring insights, optimized the digital efforts which led to a boost in **Web traffic by 25%** and **conversions went up by 180%**
- Managed the **Paid search advertising** of the organization with a budget of **\$19K for 2 months** under Google Ad Grants Challenge. This led to the **contribution of 83% from 50%** in the total Web traffic.

SWOT ANALYSIS

S	<ul style="list-style-type: none">- Multiple International awards on Strategy based Marketing Challenges- Spent ₹15 Lakhs worth in Search Ads with promising results- Generalist Marketing roles in multiple organizations (Multiple Projects at a time)	<ul style="list-style-type: none">- End-to-End E-commerce Marketing which led to Amazon Marketplace Bestseller #2- Data Visualization, Reporting, Optimization- Marketing Automation- Intern to Managerial Position in 6 months- Positive Results in all projects
W	<ul style="list-style-type: none">- Inability to ideate/brainstorm with a large group- Cannot manage more than 5 direct Reportees at a time	<ul style="list-style-type: none">- Disorganized at times when the projects are less
O	<ul style="list-style-type: none">- Growing content creators is an opportunity for Businesses & experienced talents- Tools to automate daily execution and marketing operations is an opportunity for devoting more time in building businesses	<ul style="list-style-type: none">- Granular analysis of all data-points can help in identifying most impactful opportunity- New technologies that simplify marketing- Ownership of complete digital marketing of a Brand
T	<ul style="list-style-type: none">- Over-dependency on a channel or a specific Product in Marketing	<ul style="list-style-type: none">- Over-work hampering the brainstorming & creativity