

Dhairya Mehta

MARKETING | DATA | PRODUCT

in @dhairya-mehta
dhairyamehta.in



+91 70008 82670



dhairyamehtagomc@gmail.com



Chhattisgarh, India - 492001

SUMMARY

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

EXPERIENCE

DEC'20 - PRESENT

Testbook.com

DIGITAL MARKETING INTERN

- Working on **5 projects** to scale revenue of Pass through **Internal channels**
- Accelerated **contribution of Referral Revenue** from **8% to 17.5%** in **3 months**. Monthly Referral Revenue jumped from **₹2.5M to ₹4.5M**
- Leveraged Internal Communication channels to generate revenue of **₹325K weekly** for Pass.
- Created Dashboards** to analyse data of communications for **multiple projects across all channels being sent to 2M users daily** & **revenue data over the time period**. Analysed **KPIs & metrics** on a weekly basis to devise efficient marketing campaign & communication strategy using the Dashboard.

MAY'20 - DEC'20

Good Neighbors
Australia

DIGITAL MARKETING INTERN (TEAM LEAD)

- 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 analysing data and inferring insights, optimised 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 organisation 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 across all the channels.

EDUCATION

AUG'17 - JUL'21

IIIT Bhubaneswar

BACHELOR OF TECHNOLOGY

- **Taught Digital Marketing subject** to the students of the same batch
- **9.57/10** in Digital Marketing
- **9.5/10** in Oral Business Communication
- **9.49/10** in Written Business Communication
- **Convener, Ingenium'20** - Annual literature festival
- **Hospitality Head, Advaita** - Annual Techno-Cult festival
- **Placement Coordinator**
- **Contingent Leader**, Mood Indigo - IIT Bombay

MAY'20 - DEC'20

Good Neighbors
Australia

10+2 (SCIENCE)

- **95/100** in Mathematics (Achiever's Award)
- **98/100** in Physical Education
- **State Level** Cricket

ACHIEVEMENTS

- Received **Google's Top Marketer** in Google Online Marketing Challenge 2020 among thousands of team Worldwide. (Team Leader)
- Secured **World Rank 11** in International Digital Marketing Challenge by Purdue University. The team leader of the **only Indian team to register name in the Top 20**.
- Completed Nationwide Product Marketing Challenge as **National finalist** organised by Testbook.
- Awarded **Top 5 Yes fellows** during the Media for Change Fellowship by YES Bank.
- Took **3 freelancing projects** & delivered exceptional results.

SKILLS

Data Studio

BI Tools

Web Analytics

MS Office

E-mail Marketing

Marketing Automation

SMO

CMS

Designing

Google Workspace

HTML/CSS

SEO

Google Marketing Platform

Product Marketing

SEM

Leadership

Communication

Team Building

Speaks English, Hindi & Gujarati

Copywriting

VIEW CERTIFICATIONS

