

Dhairya Mehta

DIGITAL MARKETING MANAGER

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Mumbai, India

SUMMARY

Creative & data-driven marketing enthusiast having **2+ years** of combined Internship, Projects, Freelancing & Work 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

Got converted to **Digital Marketing Manager** on June after Internship.

DIGITAL MARKETING MANAGER

- 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.

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, 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.

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

Krishna Public
School, Raipur

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

SMO

CRO

E-mail Marketing

Marketing Automation

SEO

SEM

CMS

Designing

Google Workspace

HTML/CSS

Product Marketing

Google Marketing Platform

Communication

Team Building

Leadership

Copywriting

E-com Marketing

Backlining

Speaks English, Hindi & Gujarati

Influencer Marketing

VIEW CERTIFICATIONS

