



# DHAIRYA MEHTA

DIRECTOR - MARKETING

## PROFILE

Creative & data-driven marketing enthusiast having **2+ years** of experience. **Won 7 awards and worked with 7 organizations** in **digital marketing, marketing analytics & product marketing**. Skilled at building digital marketing strategies & practising across different channels, optimizing them using data analysis, marketing campaigns & marketing insights.

### Founded The Lockdown Story in College:

**27K+ Web Visits | Community of 50+ People from 6 countries | 4.5K+ Podcast Listeners | 350+ Stories Covered | 6.5k+ YouTube Views**

## CONTACT

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Delhi NCR

## 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

## EXPERIENCE

DIRECTOR - MARKETING

### Testbook | Dec'20 - Present

Current Role includes managing **4+ Growth Verticals** and a **team of 9**

- **Growth Marketing & Automation:** Comms team efficiency increased by 3x | Revenue hacks using Freemium Product - Eliminated need for manpower and increased views by 19% | Campaign automation - CTR up by 57% | Daily class notification auto-posting | Channels hygiene & rulebook, triggers on low performing campaigns.
- **Category Marketing:** GTM | Creative/Brand Ads | Launch (60K+ Views) | Funnel Growth (3% CVR) | User & Market Research | Multi-channel Inventory | Lead & Sales Cycle | 0 to 1 Cr Category in 5 months.
- **Influencer Marketing:** Influencer revenue jump by 1.7x in 4 months | Completed playbooks, set up processes | Acquired Power YouTube Influencers | Scaled the no. of videos & influencers MoM by 50% & 35%
- **E-commerce Product Marketing:** Amazon Bestseller #2 | Started from 0 to 100K+ copies sold | Marketplace & Inventory management | Influencer, Video, Amazon Ad | Pre-booking landing page (MVP - 3% CVR, 100K+ Visit, 1500+ Txns) | E-commerce Website (60K MAU organic)
- **Referral Marketing:** Increased Referral Contribution by 2x | 33% Increase in New Referrers | 20% Increase in Viral Coefficient | 2.5x Increase in ROI
- **Retention Engine:** Built multi-channel customer journeys to engage and nudge users to do core activities increasing the user Lifecycle. App Install campaign | Newsletter | Pre-purchase & Post-purchase Journeys (Push, WhatsApp, SMS, E-mail)

# SKILLS

## TECHNICAL

- Marketing Strategy
- Marketing Automation
- Marketing CRM
- Data Studio
- Lead Gen, Sales Cycle & CRO
- SEM/SEO
- ICs/E-mail/SMS/WhatsApp
- Web Analytics
- E-commerce Marketing
- Influencer Marketing
- Copywriting
- Product Marketing
- No-code App Development
- Funnel Strengthening through Journeys
- GTM

# ACHIEVEMENTS

- **Google's Top Marketer in Google Online Marketing Challenge 2020** (Team Leader)
- **World Rank 11 in International Digital Marketing Challenge by Purdue University.**
- 2 times **Emerging Leader** of the Quarter (Testbook)
- **Star Performer** of the Quarter Q2 2021-22 (Testbook)
- **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, and Conversion tracking, and 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.

MORE EXPERIENCES 

# SWOT ANALYSIS

<b>S</b>	- 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)	- End-to-End E-commerce Marketing which led to Amazon Marketplace Bestseller #2 - Data Visualization, Reporting, Optimization - Marketing Automation & Growth Marketing - Intern to Managerial Position in 6 months - Positive Results & Learnings in all projects
<b>W</b>	- Inability to ideate/brainstorm with a large group	- Disorganized at times when the projects are less
<b>O</b>	- Growing content creators is an opportunity for Businesses & experienced talents - Tools/Scripts to automate daily execution and marketing operations is an opportunity for devoting more time in building businesses	- 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
<b>T</b>	- Over-dependency on a channel or a specific Product in Marketing	- Over-work hampering the brainstorming, innovation & creativity

\*All the references are hyperlinked with relevant website/certificate.