



D.S. Ramakant Raju

Media & Growth Strategist

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Media professional with 13+ years of experience cultivating a strong quantitative approach to problem solving. My unique journey has helped me gain digital product knowledge from the best in the worlds of Technology & Content

WORK EXPERIENCE

Director, Strategy & Engagement Growth MX Player

02/2020 - Present

Responsibilities

- Formulate pan-India strategy to grow consumption minutes for the long-tail catalog across 10 languages and 5 content formats
- 5x improvement in category size of International dubbed category MX VDESI - responsible for content strategies that led to growth in user retention & consumption
- Driving show launch strategy cross-functionally with Product, Programming and Marketing teams

Associate Director, Growth Marketing Viu OTT India

09/2016 - 02/2020

Responsibilities

- Custodian of ~USD 10M annual marketing budget and India OTT audience growth plan
- Drove platform growth with 5.5x increase in user-base & 7x increase in app installs with focus on Hindi & Telugu markets
- Planned & launched Viu in Tamil Nadu - grew user by 250x to become our core regional market
- Growth hacker at Viu : create & manage experimentation framework via mining user-data & Audience Cohorts
- Stakeholder management across media agencies, CRM, user-acquisition, creative & product teams for user retention & engagement growth

Sr Manager, Content Acquisition SONY PICTURES NETWORK INDIA

09/2015 - 08/2016

Responsibilities

- Medium to long-term content sourcing strategy for Sony Liv & English cluster (PIX, AXN, Sony BBC Earth)
- Single POC across Legal, Mktg & Programming for large value licensing deals (NBC, Sony, Disney & CBS)

Asst Manager to Sr Manager, Research SONY PICTURES NETWORK INDIA

06/2008 - 08/2015

Responsibilities

- Planning & monitoring of annual Ad-sales budget for Sony network channels
- Content Strategy, FPC and promo planning at Sony PIX

SKILLS

Audience Planning

Budget Management

Content Curation

Content Acquisition

Data Analytics (Excel, Power Pivot, DAX, R)

Programming Strategy

Data Viz

BI Dashboards (Power BI, Tableau)

Insight Mining

Growth Marketing

Product Marketing

Market Research

Qualitative Research

CRM

A/B Testing

Hypothesis Testing

Stakeholder Management

People Management

EDUCATION

Executive Program in Digital Marketing - Cambridge Judge Business School (03/2019 - 12/2019)

PGDM (Communications) - MICA (05/2006 - 03/2008)

BE (CSE) - Vasavi CoE (06/2002 - 03/2006)

PROFESSIONAL LANDMARKS

Key On-Project Initiatives

MX Player, Viu India & Sony Pictures Network India

- Twice awarded "Dream Team" badge - for conceptualising MX Vdesi (international content) & Azaad TV (FTA Channel) go-to-market growth strategy
- At Viu, monitor user cohort behaviour and allocate marketing spends for performance, social and brand marketing
- At Viu, assign & monitor monthly KPI (New & Repeat Users, Unique Viewers & Minutes/User) for Mktg, Prog & Product
- Recipient of Gold Coin Award 2015 (top performer in Sony)
- At MX, build & manage the team in-charge of overnight analytics content reports (Power BI, R)

INTERESTS & ACTIVITIES

Audiophile/ Vinyl Head

Running Enthusiast

Noob Gamer

Audiobook & Podcast Buff

Pop Culture Nerd