

Prapti Mishra

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PROFESSIONAL PROFILE & PERFORMANCE HIGHLIGHTS

Marketing Strategist enabling Global Business Development & Sales

B2B & B2C+ D2C marketing experience including CxOs, publishers, developers and consumers

- ❑ Proven track record of **16+ year of building** and executing high performing global marketing functions, aiding fast-tracked business expansion and revenue monetisation targets across all aspects of software domain-(B2B & B2C software | Mobile | e-Payment | Loyalty | Retail | AI | Machine learning | Crypto) for a wide range of successful next gen tech start-ups helping gain successful multimillion dollar deals.
- ❑ Carried out 360° Marketing activities formulating strategies to drive demand-gen/acquire and retain customers & reach out to untapped markets for business expansion successfully. Rapidly identified target audiences, planned digital/social media actions, delivered strong brand awareness, and greatly increased inbound traffic. Executed promotions to drive volume growth.
- ❑ **Revenue Monetisation Experience-** Delivered ad-based and app-based revenue monetisation for iOS/android apps. and helped monetise the internet for next-gen blockchain-based crypto mining companies- Massive & Spare.io that harness idle CPU power to generate alternate source of revenue. Helped create true blockchain decentralization for a hyper-growth start up offering Decentralization as a Service (DaaS) at Massive
- ❑ **Digital Marketing Experience-** Orchestrated display advertising, CPC/CPA campaigns across Facebook, Instagram, Twitter, LinkedIn, and Google. Successfully carried out Email and Search Marketing practices that increased brand visibility, preference and leads. Over 25 campaigns out-performed industry norms (avg. CTR: 26% vs. 7% norm; avg. conversion 43% vs. 4%)
- ❑ Built and launched multiple private label retail brands, company logos, websites and worked on rebranding of existing popular software apps- RelGlow, Spare.io. PAYLI, LevelUp, Capto, Vizmato (formerly known as GameYourVideo), Boom3D
- ❑ **International Experience-** Travelled to 20+ countries - USA, UK, Germany, Switzerland, Canada, Austria, Czech Republic, France, Spain, Israel etc executing global product launches and building a rich global client base.
- ❑ Worked across companies from **early-stage tech start-ups** (Massive, Payli, Comecero, Brightwater Sensing), **mid-sized** Mac/iOS/Android/Windows app focussed software businesses (Global Delight), to **global businesses** (Reliance Retail), (Avanquest USA & PAYBACK -American Express loyalty program)
- ❑ **Product Development & Management-** Conceptualisation and execution of various mobile and desktop applications with/without payment integration and built-in social network (Massive, Spare.io, Comecero, PAYLI, Vizmato, BOOM, PAYBACK (now Zillion)
- ❑ **Fundraising Experience for Early-Stage start-ups.** Brought in 10+ confirmed partners that helped lock in \$11M Series A funding from investors like Mozilla, Coinbase Ventures & Point 72 Ventures for Massive LLC. Part of investment talks across NYC, SFO, Atlanta, Florida, Paris, Germany, and India.

PROFESSIONAL EXPERIENCE & SELECT ACCOMPLISHMENTS

SVP Business Development & Sales | Massive, LLC (New York) Hybrid Jul 2020- Jun 2022

*Massive is an app monetization SDK that helps developers monetise previously un/under-monetized users across verticals- Games, Apps, Websites. *Massive Computing, Inc. was named Top 100 Early-Stage Company to Work For in 2022*

- ❑ Enabled consistent 30% or higher conversion rates for developer partners, and 3x higher average revenue per user (ARPU) monetisation compared to ads. Worked closely with CEO to develop third-party app integrations.
- ❑ Grew active users 10x. Achieved 70% M-o-M growth for 4 months straight. Enabled 100k+ daily active nodes across 92% of the countries in the world.
- ❑ Leveraged huge global network across the globe- USA, INDIA, France, Germany, UK, and Israel. Helped in getting SDK whitelisted by major antivirus companies.
- ❑ Helped lock in Series A of \$11M from reputed investors like Mozilla, Coinbase Ventures & Point 72 Ventures. Delivered substantial increase in revenue per user, MRR & unit economics. Brought in 13 confirmed partners.

VP Business Development & Sales | Spare.io, an Avanquest company Feb 2018 - Nov 2019

Earliest efforts in 2018 to develop alternate online revenue mining Crypto without collecting or accessing any personal info.

- ❑ Acquired a rich network of global clients for the start-up.
- ❑ Handled PR activities and was the company spokesperson at CES, Affiliate Summits, TechCrunch NY, MWC- Barcelona and other global tradeshows.
- ❑ Brand strategies for all digital including conceptualizing and executing start up name "Spare.io", logo, website, and app design & content.

Manager Business Development, Sales & Marketing | Comecero.com | Hybrid May 2016 - Jan 2018

- ❑ Mobile App Division- concept, branding and development of the mobile app version of Comecero- integrated with various online payment methods.
- ❑ Designed complete brand kit for all digital properties including company logo, website, and app design & content.
- ❑ Participated in Investment talks across NYC, SFO, Atlanta, Florida, Paris, Germany, and India
- ❑ Organized sponsored events for networking opportunities across USA, Germany & France

Consultant- Business Development & Marketing | PAYLI | Hybrid Aug 2017 - Nov 2019

Payli, a next-gen mobile payment ecosystem.

- ❑ Carried business development and networking across USA and Israel to raise series B funding for Payli. Part of investment and funding talks across NYC, SFO, Atlanta, Florida, Israel, India.
- ❑ Designed complete brand kit for all digital properties including company logo, website, and app design & content.
- ❑ Mobile app testing & worked on payment gateway integration with a built-in social network (like Splitwise, WhatsApp) with captcha double security etc.

Consultant- Marketing Research & BD | Brightwater Sensing | Hybrid Aug 2017 - Apr 2018

Process satellite image data to map near real-time estimates of crop yield, health, and drought

- ❑ Carried focused group discussions of farm owners of corn in Omaha, Nebraska to study yield estimate predictions, the uncertainties, and the need for a real time software with machine learning & AI driven model.
- ❑ Carried market research with PWC to study the feasibility of **Brightwater Sensing Model** for Indian crops like wheat, sugarcane, and corn.

- ❑ Worked with DRDO, ICRISAT and MANAGE, Hyderabad to gain access to satellite images of Indian topographical and geographical database.

Manager Marketing, Sales & Business Development | Global Delight | Udupi

Feb 2014 - May 2017

Award-winning Mac, Windows, and iOS app developer of apps like Boom, Camera Plus and Vizmato with 22M+ downloads. Won prestigious awards like MacWorld Best of Show, Apple "App of the week" and App Store Best of 2012

- ❑ Executed end to end digital & online strategies, website solutions, social media marketing for Vizmato, Boom
- ❑ Revenue Monetisation and user acquisition-engagement-retention strategies and execution for the two products.
- ❑ **International Experience** - Handled PR activities and was the company spokesperson in USA, UK, Israel, Germany, France, Canada, Spain for global product launches.
- ❑ Client acquisition and formed global business partnerships with -Apple, Google, Facebook, Micromax, Samsung amongst others.
- ❑ Exhibited and attended global trade shows and software events at CES, Affiliate Summits, TechCrunch NY, MWC-Barcelona

Dy Manager Digital Marketing | PAYBACK Loyalty Solutions an AmEx Company

Sep 2011 - Jan 2014

PAYBACK (now Zillion) was acquired by the American Express Company

- ❑ Worked with German PAYBACK team to develop, test & launch mobile app on App Store & Play Store.
- ❑ Digital Marketing including Social Media content delivery and Facebook marketing.
- ❑ Built 3 native android games placed at Future Bazaar outlets in 5 different cities to study customer psyche. Built additional apps like Offer Zone, Photo Contest, WeCare and Bonus Coupons to improve user engagement.
- ❑ *Received Top Performer Spotlight Award for Outstanding Performance in 2012 and 2013 & Payback Idol Award at the 2012 annual company meeting.*

Civil Services/UPSC Sabbatical- Cracked the UPSC/Civil Services prelims in the very first attempt

Aug 2011

Dy Manager Marketing | Reliance Retail, Bangalore

Aug 2006 - Aug 2009

- ❑ Oversaw rollout of Reliance Fresh & Reliance Home formats across Bangalore & Mysore
- ❑ Played a key role in setting up of MIS, Planning & Procurement strategies for Reliance Fresh Fruits & Vegetables
- ❑ Led private label management, design, and development for all Reliance Home formats.

SIDE HUSTLE

Consultant Brand & Digital Strategist | LevelUp Financial Partners

May 2020 - May 2022

Designed complete brand kit for all digital properties including company logo, website, and app design & content.

Co-Founder & CEO | Neon Ladybird an IT Services & Consulting company

Apr 2020 – July 2022

Cofounded Neon Ladybird during the pandemic that focused on fast churning of websites/mobile sites for clients who needed an online presence at optimal costing.

Social Media management for clients

EDUCATION | CERTIFICATIONS

PGPABM (PG Program in Agri-Business Management - MBA) | MANAGE, Hyderabad, 2006

BSc. - Agriculture (distinction -8.61/10.00 CGPA) | RCSM College of Agriculture, Kolhapur (M.P.K.V., Rahuri), 2004