


AISHWARYA KANCHAN

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Summary

ABOUT ME

Experienced Marketing strategist with over 10 years of experience driving growth through data-driven campaigns, delivering 30% revenue growth and 9% ROAS.

Skilled in market research, competitor analysis, and creative problem- solving.

Committed to driving brand awareness, increasing sales, driving consumer loyalty and fostering strong relationships with clients.

Seeking a challenging role to utilize my expertise and contribute to the growth of a dynamic organization.

Experience

MPL Associate Director Marketing Communications

Mobile Premier League (MPL)

Oct 2021 - Present (2 years)

> Implemented data-driven marketing strategies for Rummy, Poker, Call break and other card games, resulting in a 40% increase in user acquisition and a 22% boost in monthly revenue growth.

> Strategically directed the Cards Category Brand Marketing team, overseeing multi-channel initiatives encompassing TV, Print, Outdoor, Events, Digital, and PR, ensuring cohesive and impactful brand outreach.

> Build business solutions with the Product Marketing efforts to increase ARPU by 16% overall.

> Manage Marketing budgets, P&Ls for all cards category with campaign ROAS of 9%.

> Led successful product launches, coordinating cross- functional teams and ensuring seamless execution of marketing campaigns.

Q Senior Brand Manager

QUADRIFIC MEDIA PVT LTD

Oct 2019 - Oct 2021 (2 years 1 month)

> Executed successful marketing launches for new products and brands like IPC, IOPC, FTS,AIO Games, driving significant business growth of 36%.

> Managed marketing budgets and P&L for Spartan Poker tournaments and intellectual properties.

> Directed content marketing and retention initiatives, elevating MOM retention by 43%.

> Conducted market research to identify customer needs and preferences, resulting in tailored integrated marketing communication campaigns that increased customer engagement by 60% driving a 22% revenue increase across multiple brands.



Co-Founder

Growider

Oct 2018 - Oct 2019 (1 year 1 month)

> Analyzed market trends to identify new opportunities for growth as a partner to brands like Easethis, Veritas, Knorr, MTR.

> Led cross-functional teams, collaborating with ad agencies, product, tech, design internal teams, and vendors to achieve business growth of nearly 20%.

> Supervised brand teams, offering mentorship for in-house growth and professional development.

> Implemented & executed multi-channel initiatives encompassing TV, Print, Outdoor, Events, Digital, Social and PR, ensuring cohesive and impact brand outreach.



Marketing Manager

Sminq India Pvt. Ltd.

Jan 2018 - Oct 2018 (10 months)

> Developed and implemented a comprehensive marketing strategy that generated a 18% increase in brand awareness for Sminq Location App for Domestic & International Markets.

> Utilized data analytics and A/B testing to optimize campaigns and improve ROI.

> Implemented innovative social media campaigns that increased followers by 63%



Marketing Executive

UST Xpanxion

Feb 2016 - Oct 2017 (1 year 9 months)

> Developed and implemented content marketing strategy that increased website traffic by 34%.

> Provided collateral and communication strategy to empower pre-sales team, enhancing conversion efforts



Assistant Marketing Manager

Naidunia (A Unit of Jagran Prakashan Ltd)

Mar 2012 - Mar 2014 (2 years 1 month)

Developed marketing campaigns to increase brand awareness and customer acquisition.

- Devised and managed events to foster brand affinity and boost readership, encompassing educational and corporate activities such as Career Fairs and Intra-School Quizzing.

Education



Symbiosis Institute of Media and Communication

MBA, Brand Communication



Electronic Classroom of Tomorrow

BSc

Licenses & Certifications



Google Ads Certifications - Google

Issued May 2021 - Expires May 2024



Online Advertising - Open2study



Situational Leadership - Acumen Business Consulting



Google Analytics Individual Qualification

Issued May 2021 - Expires May 2024

Skills

Marketing Strategy • Brand Management • Category Management • Advertising • Integrated Multi-Channel Marketing • Budget Management • Content Strategy • Digital Marketing • Social Media Marketing • Cross-functional Team Leadership