

# **SYED M A ZAIDI, Growth Hacker**

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I want to obtain a position that will enable me to use my strong sales/marketing background, interpersonal skills and managerial abilities for achieving the company's marketing goals in the best possible way. With over 2 years of professional experience via large multinationals and two self-established startups, I have attained an expertise in branding, product management, vendor management & marketing. In this journey, I have progressed as a digital marketer, leader and a strategist and have also honed my skills in client servicing and relationship management.

## **PROFESSIONAL EXPERIENCE**

**WIPERR, CMO, Co-Founder**

March '16 – To date



Co-founded with a team of 4, a daily affordable professional car cleaning company that provides car cleaning / detailing services at doorstep.

- Marketed and sold a diverse range of car cleaning services to customers to achieve a **2x growth rate** on a month-on-month basis
- Developed / executed the **go-to-market marketing strategies**- Executed campaigns, created brand awareness, monitoring and validation of all results (**Measuring ROI**)
- Implemented the best practices in **paid advertising, SEO & growth hacking** to generate qualified leads
- Through **structured layout (UI / UX)** of the website and **conversion optimization** techniques, converted those leads into happy customers, each time
- Managed day to day operations and supervised 8 employees, to generate revenue worth **INR 87,500 every month and growing**
- Diversified service areas from daily car cleaning to one time car detailing at doorstep, and **disrupt the market** with **lower prices** yet still being able to yield a **80% profit margin** till date
- Reduced the **operational expenses by 50%** to enter an already competitive market, and drive the pricing point to an all-time low for new entrants in the industry
- Created crisp content across all social media platforms with sharp focus on **content branding strategy** to drive awareness about the brand amongst potential / future customers
- **Conceptualize and write advertising campaigns** and deliverables for **Above The Line & Below The Line** medium
- **Strategically devised customized services** for B2B clients in order to avoid services overlapping with B2C offerings

**Wedlister, CEO, Founder**

March '15 – Feb '16



An online, first in India, modern wedding gift registry that allows couples to create their wedding wish list and share it with their friends & family.

- Through **use cases** and **personas**, developed the **wireframes** for a smoother website flow, & eventually **structuring the UI / UX** for a satisfied user experience
- Researched **market needs**, and built a **curated list** of products and services for the newly-weds
- Designed **HTML emails, banner ads** and **interactive website tutorials**
- **Vendor Management**- Managed a database of 200 service vendors in the wedding industry
- Through **social media campaigns** and **paid advertisements** generated **1.5x revenue** on a month on month basis and achieved **14 lacs in sales** of products and services combined in the 1<sup>st</sup> quarter of 2016-2017
- **Formulated the Business Model** and did a revenue and cost analysis based on the research
- Conduct Marketing Research to understand the **current market trends and implementing** them in to the business
- **Client Servicing**- From the point of acquisition, understood client needs & helped clients with choosing the right sort of services

Business Process Experience: Order Management, Shipment Planning, Shipment visibility.

- Helping clients (Arrow Electronics) in estimating demand forecasts, generating reports on various demands being placed and analyzing them for simpler and better inventory management.
- Understanding the various Transactional Flows for the various distributors and part suppliers
- Monitoring and coordinating customer delivery promises using the available to promise information
- Helping clients with any issues occurring on the demand side and resolving those issues instantly

#### **HSBC-AMC**, Summer Intern

April '13 – June '13



Summer Intern at an Asset Management Company, with a project titled - 'Comparative analysis of the various channels in mutual funds'

- Conducting investor and distributor survey
- Analyzing the channels from investor's and AMC's perspective
- Strategize on how to improve sales of mutual funds in demanding situations
- Suggestions on improving and focusing on specific distribution channels
- Id-eating on expanding market reach

#### **EDUCATION**

**2012-2014 Symbiosis Institute of Management Studies**, Pune, Master of Business Administration – Marketing & Finance

**2007-2011 Academy of Business & Engineering Sciences**, Noida, B. Tech Electronics & Communications

**2006-2007 Army Public School**, Noida, Science with Economics

#### **SKILLS**

##### **Adobe Photoshop**



##### **UI / UX Design**



##### **Mailchimp**



##### **MS Office**



##### **Content Writing**



##### **Mobile & Web Design**



#### **ACHIEVEMENTS & EXTRA CURRICULAR ACTIVITIES**

- Runners up in intra college **Sales Case Study competition** at SIMS in 2013
- Runners up in **Brand Building Contest** conducted by **SMARK** at **SIMS** in 2012
- A member of the **Placement Assistant Team** at **SIMS** in 2012
- Led the cricket team to lift the **Hero Honda Cup** at **ABES** in 2011
- Performed a **Magic Show** at a **NGO(Agewell Foundation)** for the aged at an old age home

#### **ADDITIONAL INFORMATION**

**Interest:** Active blogger, Cricket, Basketball, Magician, Adventure Camps, Avid bike rider and Music **Languages**

**Proficiency:** English, Hindi, Urdu

