

Gaurav Singh Bisen

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PROFILE

A well-qualified, enthusiastic & performance driven individual with more than 4 years of experience in product growth & marketing, customer acquisition, engagement, retention.

EDUCATION

Narsee Monjee Institute of Management Studies

Mumbai, India

MBA - Marketing & Technology Management

Grade: 3.58/4.00 (#1 Rank Holder from NMIMS in PGDM-MBA (IT & Marketing))

Mukesh Patel School of Technology Management & Engineering

Mumbai, India

B.E - Information Technology

Grade: 3.56/4.00

WORK EXPERIENCE

Stylabs Info. Solutions Pvt. Ltd

Mumbai, India

Head- Product & Community @ STYFI

Nov'17 — Present

- Product development & growth of StyFi's community platform — **COLLABB** (currently in Beta)
- Responsible for generating sales & traffic for partnered brands on StyFi via digital & influencer campaigns.
- STYFI's visibility as a product & service with retailers/brands with richer content & marketing.
- Offline activation with partnered stores via customer acquisition and engagement campaigns.

Wooplr Technologies Pvt. Ltd.

Bangalore, India

Head- Community Marketing Team

Jan'17 - Nov'17

- Generating **70%** of order volume & traffic on Wooplr from influencer network.
- Scaling the influencer E-commerce from **10 to 300 orders/day** with ASP above **Rs. 800/-**
- Partnering & developing online/offline channels to acquire, engage & retain sellers to run Wooplr's influencer e-commerce platform.
- Managing over 5000 sellers for Wooplr to achieve order volumes & GMV every month.
- Organising & conducting online/offline events, seminars for seller training & development.

Wooplr Technologies Pvt. Ltd.

Bangalore, India

Community Manager

May'15 - Dec-16

- Managing an army of 100+ opinion leaders to ensure growth of user base from tier-1 & 2 cities.
- Responsible for growth of Wooplr to reach from 10k to 1 million app downloads in 8 months.
- Online/Offline acquisition of users via referral marketing, events & advertisements.

- Engagement via weekly in-app campaigns, featuring in magazines & online/offline media to ensure user retention for more than 3 months.
- On-boarding fashion Influencers, bloggers & celebrities for brand building amongst women.
- Product/app interventions for user engagement by daily challenges, rewards on content generation.
- Controlling & monitoring global feed on web/app which converts discovery into conversion.

Wooplr Technologies Pvt. Ltd.

Bangalore, India

Community Management Intern (Intern)

May'13 - Apr'15

- Recruitment & management of interns from tier-1 & 2 cities for content promotion.
- Partnerships & alliances with Lets-intern, Du-Beat, Hindustan Times etc., for app marketing.

MacroVision Universal Limited.

Mumbai, India

Web Developer (Intern)

May'13 - Jun'13

- Wire-framing and designing of website for UI-UX.
- Design templates for products in catalogue on website.

PUBLICATIONS

Market Research for Indian Tourism via Indian Railways & IRCTC

Dec'13

- Research paper published in “**International Conference on Research in Marketing**” conducted by IIT-Delhi & Curtin University Australia.
- Research validates significant increase of reach for inter-state tourism if promoted through vinyl wrapping of trains & digital marketing on IRCTC.

Value Added Mobile Payment Service

Sep'13

- Research paper published in “**International Journal of Multidisciplinary Research**” ISSN-2277 9302
- Research explores an opportunity to pay bills using value added services of telecom companies without having a smartphone device.
- Currently, technologies like Airtel Money, PayTM and all wallet companies have implemented the same.

COMPETENCIES

Team Management
Service Marketing
Brand Management

Online/Offline Marketing
Marketing Communications
International Marketing

Acquisition & Retention
MS-Excel, Powerpoint & World
Growth-Hack Marketing