

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

- Enhancing STYFI's android, iOS and web application pre & post purchase experience for users.
- Successfully **personalised experience** for users as per gender on android & iOS app.
- Introducing student discounts in association to scale the business upto **100 orders/day**.
- STYFI's community — A **loyalty reward program** for customers to earn cash-back on every transaction to inculcate repeat buying behaviour. (Currently testing in Beta).

Head- Community & Growth @ Collabb (Beta Launch Successfully done)

- Community Management & growth for Collabb (A collaborative platform for brands & bloggers).
- Responsible for influencer acquisition, engagement & retention on the platform.
- On-boarded 50+ fashion brands & 200+ fashion influencers for beta launch of the product.

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

Community Management

Online/Offline Marketing

Acquisition & Retention

Service Marketing

Marketing Communications

MS-Excel, Powerpoint & World

Brand Management

Product Marketing

Growth-Hack Marketing