

PALLAB KAKOTY

SENIOR MARKETING MANAGER – DIGITAL & PERFORMANCE MARKETING

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INTRODUCTION

I am an accomplished **digital marketing manager** skilled at implementing biddable media strategies that generate new leads/clients and increased revenue streams year-on-year sales for various businesses by creating a targeted audience.

With 12+ years of experience in **biddable media** offering comprehensive **performance campaigns** to focus on aggregation of data metrics & strategies:

- Customer segmentation & persona attribution for complete marketing automation tools driven by **targeted AI** (artificial intelligence) bots.
- Ideate compelling **storytelling** historical campaign data, optimization techniques and **automated bidding methods** that have proven effective to forecast and optimize the results of current campaigns.
- Analyzing the impact of all marketing tactics to determine the **effectiveness of ROI** by creating a highly targeted audience using multiple networks.
- Analyze **user behavior** on sites and mobile applications as well as user data from other sources, and pack users into segments in line with demographics, location, and **behavioral attributes**.
- Initiate successful email campaigns with improved **inbox deliverability** by introducing targeted mailer lists & other best practices.
- Specialization in improving user engagement, **increasing return visitors, reducing bounce rates**.
- Proven consistencies about being resolution ready for crucial updates like the deprecation of 3rd-party cookies by 2022 across Google or the game changing Apple iOS 14.5
- Skilled in higher conversions using a combination of factors for both **acquisitions & retention**.

EXPERIENCE & ACCOMPLISHMENTS

Explurger, New Delhi,
Sr Marketing Manager

December 2021 – September 2022

Worked as a Sr Marketing Manager (Consultancy) with the aim and objective to aid with the launch and advance digital marketing roadmap of Explurger – Social Media App for Traveler.

User interface (UI) & user experience (UX) designs driven by strategic content marketing optimized for authoritative social signals.

Create storytelling campaigns from inception to optimize marketing design, social campaigning, Social Selling, & Conversion analysis. Real time campaign monitoring to formulate efficient audience targeting designs by using social media tools for user behavioral profiling.

Vertex Global Services, New Delhi,
Assistant General Manager

September 2020 – July 2021

Working as an AGM for the company's in-house digital marketing vertical with an end-to-end responsibility of the company's demand generation funnel spanning all performance marketing operations across multiple channels.

Scope of work includes production of engaging ad content using hands-on campaign optimization, analytics and reporting, as well as social media channel management.

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HSHDSH.COM, New Delhi
Sr Marketing Manager

September 2019 – September 2020

Automating a company's marketing efforts as a necessary process for organizational growth. It helps sales reps focus on what is important – selling, not sending a client a follow-up email. Automating a company's marketing efforts can streamline workflows and extend your reach. Hence, automation has always been a key ingredient for all my projects as an internet marketer.

A programmable logic controller develops the strategy, then reverse-engineers the processes to help organizations reach their goals. In the same context, I've managed both inbound and outbound marketing efforts by leveraging technology to help marketing and sales teams work a lot smarter and a lot faster.

- Establish metrics for all digital activities; develop and implement a scorecard to consistently track and report performance of all digital tied to business results
- Collaborate with complementary product teams to identify cross-product opportunities on the site, marketing campaigns within the product applications, and other locations.

ACCENTURE, Gurugram,
Digital Marketing Advisory Senior Analyst – (Team Manager)

March 2017 to September 2019

Functioned as a Google Ads Display & Remarketing Specialist for Accenture since March 2017 and then as a process SME (Subject Matter Expert) from August 2018. Led team towards the transitioning of the chat process.

- Certified Google Ads Professional Program as Display and Remarketing Specialist with 10+ years of hands-on experience on Google Ads for Search, Display, YouTube.
- Troubleshooting technical issues for Large Customers of Google via Google Ads Product with specialization in Display & Remarketing. Part of a newly acquired pilot project with impeccable consistency in ensuring the highest standard of quality compliance as per Google standard. Achieved proven track records of achieving maximum customer satisfaction records for each support communications.
- Comprehensive working knowledge on the product domain allowed additional initiatives like creating SOPs (Standard Operating Procedure), training content & visual presentations and followed by the certification exam.
- Purposed coordination with the Global Google team to flag/report/resolve any problems and consistently provide feedback to score improvements on processes. Aided senior management in formatting various reporting metrics, dashboards, and performance scores. Additional responsibility bestowed by the team leader towards updating the team on new processes or product improvements.

UNIQUE SHIKSHA, New Delhi, IN
Head - Online Marketing

April 2016 to October 2016

Lead multiple teams of in-house developers & agency professionals to leverage lead management campaigns.

Various data driven presentations combining online advertising, social media marketing and organic content marketing for successful conversions towards enrolment in UPSC Coaching programs.

- Oversee Site Management, Online Advertising (Agency Side), SEO, SMO, Email Marketing, Landing Page Development, CPA Campaigns, Video Classroom Audits, Video Editing.
- Spearheaded online marketing strategy with special focus on creating a unique branding experience for every visit on primary domain and leading multiple lead generation campaigns eyeing effective conversions. Integrated artificial intelligence-based chat bot solutions to cater everyday online queries

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FIITJEE LIMITED, New Delhi, IN
Online Marketing Manager

October 2013 – January 2016

Lead an in-house team along with an external team of developers/designers to redesign FIITJEE website. Develop and implement front-end web code and CMS design standards and write clean, semantic code. Handled over 2 CR marketing revenue for FIITJEE Online Campaigns

- Took control of troubled & outdated websites and simultaneously created CMS driven responsive UI & UX design for an improved CTR conversions & higher visitor engagement.
- Collaborate with marketing teammates, senior management, designers, other FIITJEE stakeholders while redesigning & revamping the website to include all information via unified dashboard
- Proactively scoped and presented new ideas to improve online advertising experience for prospects, leads, and customers. Trained & implemented in-house chat bots driven by artificial intelligence.
- Successfully managed Google Ads campaigns with varying keywords and CPA skill sets, resulting in consistent quality, lower CPC, improved CTR and continued engagement.

APNACIRCLE PVT LTD, Noida IN
Online Marketing Manager

October 2012 – August 2013

Lead a team of marketing professionals and dot net developers to create highly targeted web & email campaigns with an increase of 90% improvement over prior activity. Provide strategic support and guidance to managers and external business partners regarding an efficient marketing strategy and initiatives.

Introspected market research on emerging technologies and new trends in email marketing with in-house and agency resources to maximize effectiveness of strategies and tactics.

- Assimilated quickly into rapidly expanding email deliverability & inbox placement challenges to improve subscriber engagement on websites via email marketing.
- Established ethical standards and ensured legal compliance related to email marketing that resulted in overall improvement of subscriber engagement.
- Drove a 16% increase in CTR by involving product managers in the design of creative briefs. Improved overall email inbox deliverability and email open rate to create a surge of web traffic. Conducted A/B testing both on email designing & landing pages to increase subscriber activity.
- Managed the creation, execution and delivery of multiple newsletters and email campaigns reaching over 2 million subscribers.
- Content partnerships with a network of bloggers to ensure compelling streams of unique storytelling.

SKULLCANDY INDIA, Noida, IN
Digital Marketing Manager

January 2012 - September 2012

Manage staffing in accordance with program specific workflow including down-staffing and up-staffing as & when required depending on the company's overall agenda. Made data-driven decisions to move the team deliverables towards meeting company goals. In charge of attracting site traffic, converting that traffic into new leads for the business, and nurturing to close those leads into customers.

- Made improvements to online productivity and profits by reengineering online selling platforms and implementing clear standards and accountability to channel affiliate marketing.
- Designed and implemented successful organic search programs, working closely with clients' marketing teams and/or executive leadership.
- Establish closed-loop analytics with sales to understand how our inbound marketing activity turns into customers, and continually refine our process to convert customers.

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OPTO NETWORK PVT LTD,
Portal Manager

August 2008 – December 2011

Managed, developed & delivered training, learning materials and programs relative to building operating standards for telecom products & solutions while leading a team of developers, web designers and content writers. Demonstrated effective skip tracing techniques by validating or locating customer contact information to leverage conversion goals of the company's new B2B based telecommunication products.

- Implemented front-end web code to launch interactive tools and apps benefiting the organizational goals after analyzing behaviors/patterns that are more likely to be progressive to the company.

ADDITIONAL EXPERIENCES IN BRIEF

TIMEUS INTERACTIVE, Gurgaon, IN – Content Writer	2007 - 2008
AEQUOR TECHNOLOGIES, Gurgaon, IN – Web Designer	2006 – 2007
HYPERQUALITY, Gurgaon, IN – Quality Analyst	2006 – 2006
VERTEX, Gurgaon, IN – Business Associate	2003 – 2005

EDUCATION

BA in Sociology
IGNOU, Delhi, IN

MBA in Marketing
SMUDE, Bengaluru, IN

REFERENCES (AVAILABLE ON REQUEST)

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- 2.

Thank You,
PALLAB KAKOTY

DATE: