

Hi, I'm Sahil!



I am a seasoned digital marketing professional with over 7 years of expertise in strategizing, managing, and optimizing impactful campaigns across diverse sectors.

I use advanced data analysis techniques to segment and comprehend data from paid campaigns in order to drive brand growth. I have demonstrated adept leadership by overseeing Social Media, Online Reputation Management (ORM), and Design teams across India and the Philippines, ensuring seamless collaboration for achieving targeted outcomes.

I am proficient in leveraging AI-driven insights to enhance campaign effectiveness and deliver tangible results in the dynamic digital landscape.

Work Experience

Intelegencia (2024 - Present)

The job role includes -

- Marketing Campaign Development: Designing & executing strategic marketing campaigns to enhance brand visibility and strengthen digital presence across diverse platforms.
- Performance Analytics: Monitoring and analyzing social media and paid campaign performance using data-driven insights, optimizing campaigns to ensure maximum ROI and success.
- Sales Collaboration: Partnering with the sales team to develop effective sales pipelines, providing data-backed insights to support business growth efforts.
- Team Leadership: Managing Social Media, Online Reputation Management (ORM), and Design teams across India and the Philippines, driving collaboration to achieve desired business outcomes.
- App Engagement Strategies: Planning and executing app notification campaigns tailored for various geographies to boost user engagement and retention.
- UI/UX Optimization: Working on websites & landing pages, with UI/UX best practices to enhance user experience and drive conversions.

Work Experience

Unyscape Infocom Pvt. Ltd. (2020 - 2024)

The job role includes -

- Developing marketing campaigns to increase the digital presence of the brands.
- Monitoring the impact of social media campaigns using analytics measurement tools to optimize the campaigns and ensure their success.
- Collaborating with the sales team to provide data and presentations for sales efforts.
- Managing Creative Design teams across locations to get the desired results.
- Planned and executed app notifications across different geographies.
- Providing design inputs to revamp the website(create landing pages) to increase the website's performance and overall paid campaigns.
- End to end Strategy for paid campaigns which included mapping consumer journey, creating funnels, audit & analysis of the reports
- Creating enhanced brand content for Amazon and brand store pages for platforms like Lazada and Shopee for different products across multiple regions.
- Strategized and executed email marketing initiatives targeting consumers at different stages of the customer journey, increasing engagement and conversion rates.

Work Experience

Brand Visage Communications (2019-2020)

Digital Media Manager

- Developed marketing campaigns to increase brand digital presence.
- Provided comprehensive client servicing with strategic presentations and reports.
- Managed online reputation through social listening and reporting.
- Monitored social media campaigns using analytics tools to ensure success.
- Collaborated with different teams to achieve campaign objectives.
- End to end client servicing by developing presentations of strategies, execution plans & reports.

Emporio Marketing Pvt. Ltd (2017-2019)

Ace Story Weaver(Social Media Executive)

- Developed and managed online marketing campaigns for diverse brands in Education, Hospitality, Retail, etc.
- Successfully built social media presence for brands from scratch.
- Managed online reputation through social listening and reporting.
- Oversaw offline activities, including events and shows.
- Utilized analytics tools to optimize social media campaigns.

Portfolio

BOBCARD

About

A subsidiary of Bank of Baroda, aims to increase its credit card acquisition rate. This ambitious objective reflects the company's commitment to expanding its customer base and establishing a stronger presence in the credit card market.

Challenge

- Establishing brand credibility and awareness
- Competition with established players
- Limited resources compared to competitors

Solution

Part 1: Spreading Awareness about Products

- Data-driven approach to identify target audiences and preferences.
- Customized communication for different credit card types.
- Diverse marketing materials and A/B testing.
- Engaging videos to simplify and demonstrate product value.

Part 2: Ensuring Customers Complete the DIY Journey

- Multiple channels and touchpoints for a seamless DIY journey.
- Re-targeting campaigns and timely reminders.



BOBCARD

Awareness Strategy

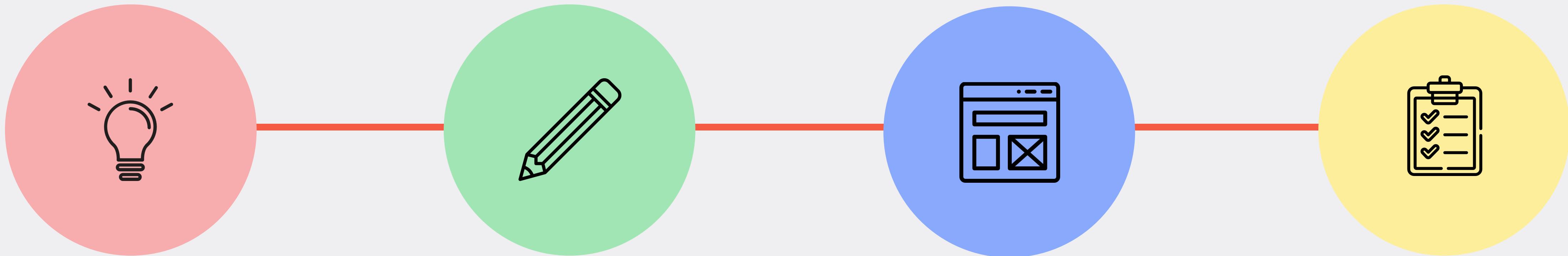
- Multiple channels: digital marketing, WhatsApp messaging, and Google Ads.
- Customized messaging for each product category.
- Personalized messages based on demographics and interests.
- Strategic timing aligned with customers' financial needs.
- Tailoring communication for each product category to highlight unique features and benefits.
- Segmenting audience based on demographics, interests, and previous engagement to deliver personalized messages.
- Timing messages strategically to align with potential customers' financial needs and purchase intent.
- Automated triggers and personalized reminders sent at key touch points during the customer journey.



Designs



Results



Monthly Credit Card Acquisition

- 100% increase in acquisition per month (March 2022 - December 2022), with peak of 2816 credit cards, exceeding the set target.

Establishing a Strong Brand Identity

- Customized messaging and personalized customer experiences helped position BOB Financial as reliable and customer-centric brand.

Enhanced Customer Experience

- Data driven messaging system ensured relevant and timely communication, improving customer satisfaction and engagement.

Controlled Acquisition Cost

- Achieved the desired credit card acquisition target while maintaining cost-effectiveness and efficiency.

KIA Motors India

About

A sister company of Hyundai, KIA aimed to enter Indian automobile space & make it's mark. The objective here was to debut in the Indian Autoexpo 2018 & showcase the brand & it's line up.

Challenge

- Establishing brand awareness
- Competition with established players
- Limited resources compared to competitors

Solution

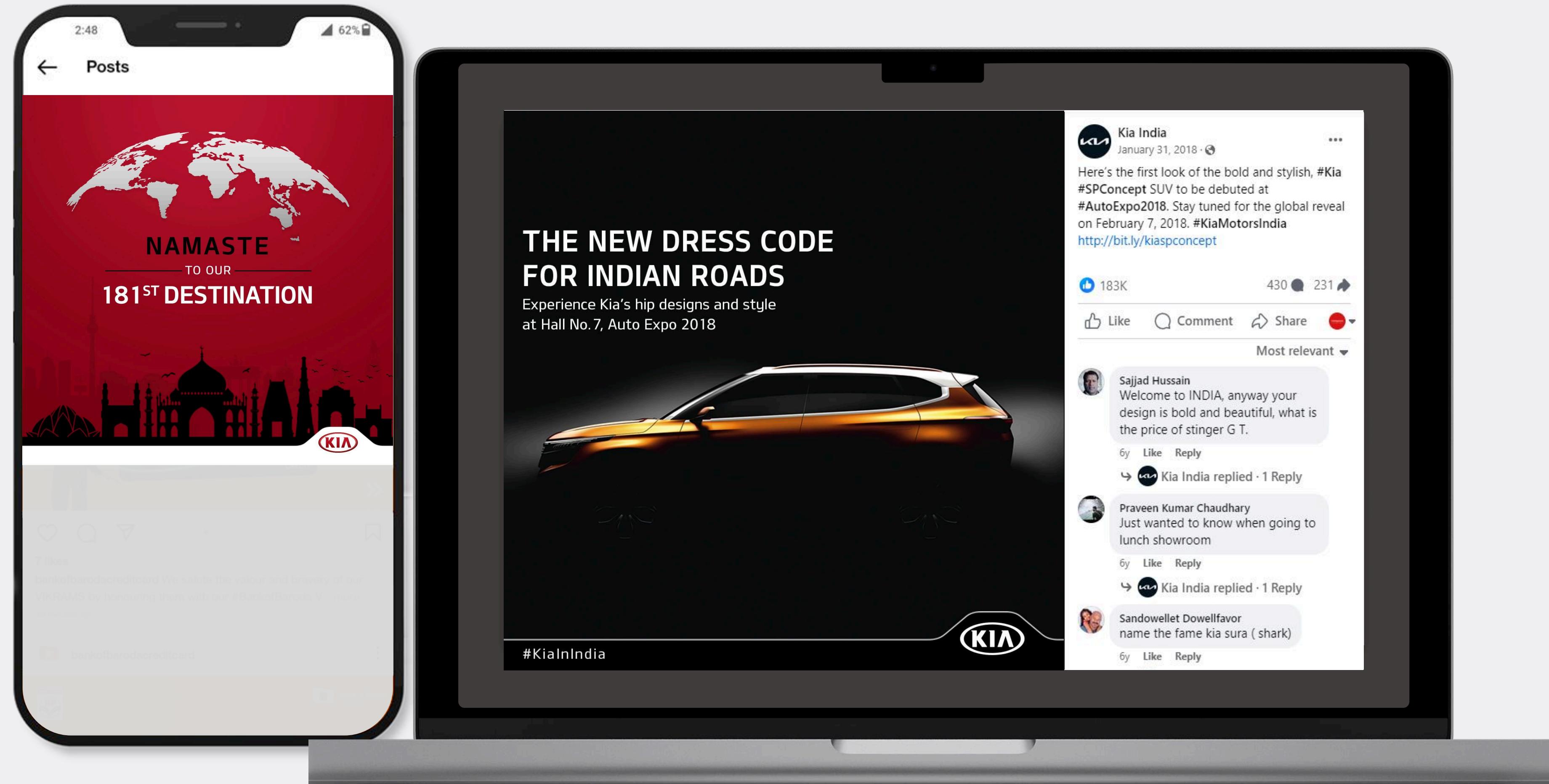
- Multiple channels: digital marketing, Print Ads, Banners, Standees
- WhatsApp messaging, and Google Ads. Spreading Awareness about brand
- Diverse marketing materials and A/B testing.
- Engagements ideas, contest for awareness in order to increase footfall in the Autoexpo stand



Designs



Designs

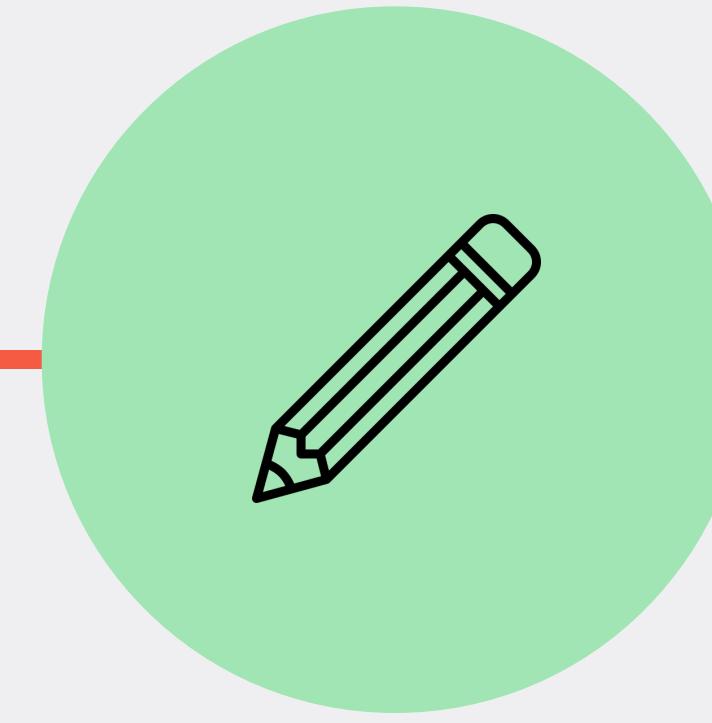


Results



Total Reach -
30,48,262

Total
Impressions -
62,34,267



1,00,000 Followers
acquisition across all
platforms

QS

About

QS is the largest high education advisory system in the World, known for University ranking.

Problem Statement/Goal

Invite paid participants from leadership of higher education institutions, policy makers & universities.

Solution

Integrated marketing approach with LinkedIn ads, Facebook Ads, in-system communication, ABM results in 1000+ registrations. This was the first time QS did such large scale offline events for education leadership, success of these campaigns resulted in increased confidence in this concept.



Designs



Results



1100+ Paid
Registration

230\$ CPA for 1800\$
ticket

Teikametrics

About

Marketplace (Amazon, Walmart) Optimization Platform for Ecomm Brands across the world (focus on US).

Problem Statement/Goal

Acquire MQL & SQL from businesses doing revenue of 1 million \$ on Marketplaces. Limited structured demand & fuzzy audience persona complicates it.

Solution

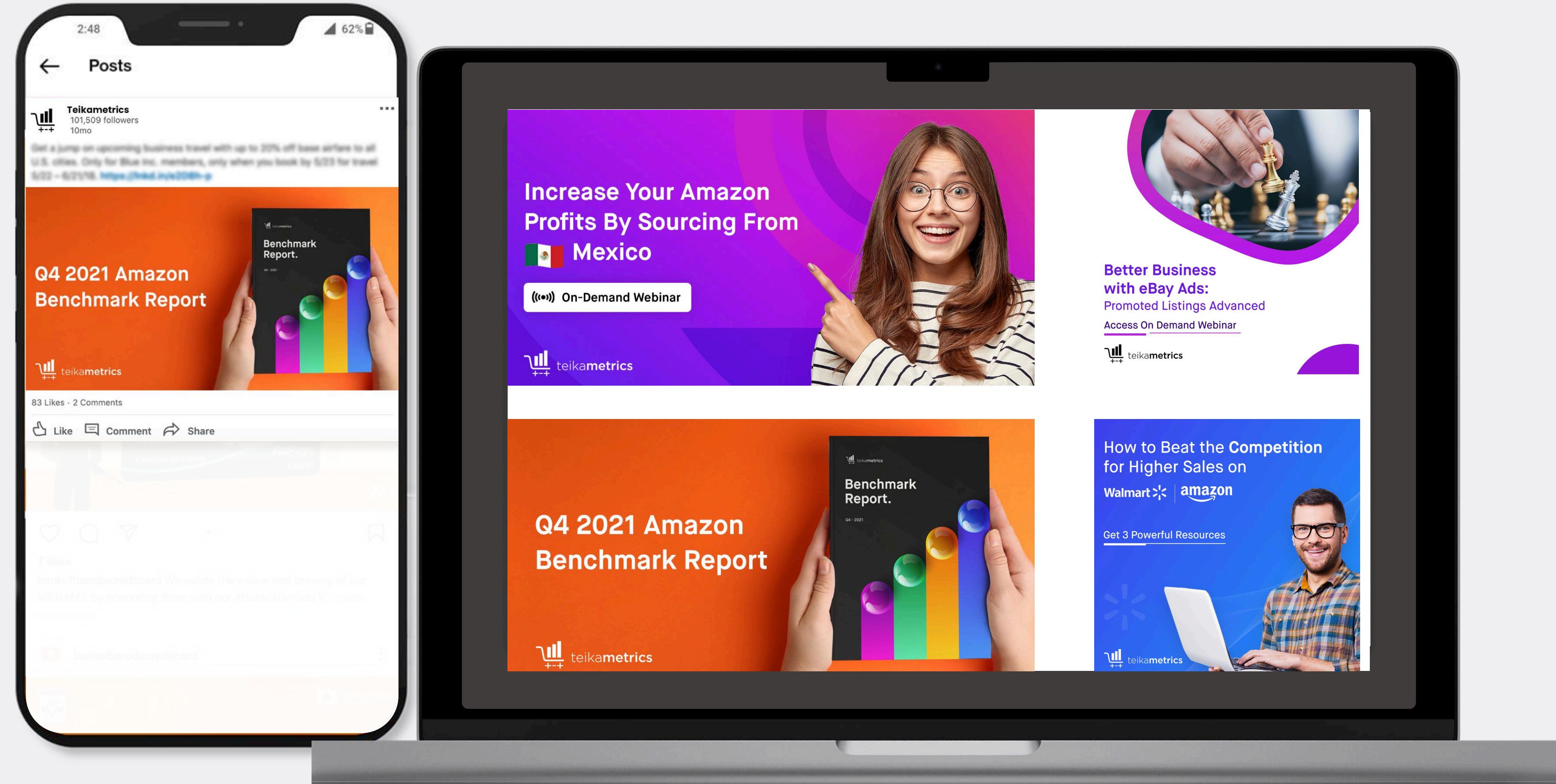
Integrated marketing approach with Linkedin ads, Facebook Ads, Google Search ads.

resulted in 800+ Leads with 23% MQL.

SQL % has stabilized at 5.3% in last 3 months, with effective growth of 230%>



Designs



Results



Visualization Showcase

EBC/Brand Store



EBC/Brand Store

The collage consists of three vertical screenshots from a mobile e-commerce application, likely Amazon.in, displaying POND'S Cold Cream products.

Screenshot 1: Shows a large image of a white jar of POND'S Cold Cream with a green lid. Below it is a smaller image of the same product. The screen shows a product listing for "Buy POND'S Cold ...". It includes a delivery address "Deliver to priyanka - New Delhi 110092", a price of "₹491.00 ₹599.00", and a sponsored product "Aqualogica Radiance+ Mousse Night Gel with". The product details include "Brand: POND'S", "Unique Polyglycerin Formula", "Cleanses, hydrates and protects even the most sensitive skin", "DERMATOLOGIST-TESTED", "HYPOALLERGENIC", and "NON-COMEDOGENIC". The size is listed as "99.2 g (Pack of 1)". Buttons for "99.2 g (Pack of 1)" and "99.2 g (Pack of 3)" are visible at the bottom.

Screenshot 2: Shows a large image of the POND'S Cold Cream jar. To its left is a small circular icon of a woman's face. Below the jar is another circular icon of a woman's face. The text "1. Apply gently to skin" is above the first icon, and "2. Wipe with wet washcloth" is above the second. To the right of the jar is a circular icon of a woman's face. The text "3. Rinse if desired" is below the third icon. The background is light blue with wavy patterns.

Screenshot 3: Shows a large image of the POND'S Cold Cream jar. Below it is a collection of makeup items including a palette of eyeshadow, a mascara tube, a eyelash curler, and a compact powder. The background is white.

Appreciation

Kelly Stevens (External) 1/19 5:15 PM



Sahil Dhyani 1/19/2024, 1:50 PM

Hi Kelly Stevens, this is done. Also, have added the blog page in the same figma link. Have marked you on the design so you can easily...

That blog cover photo art template is perfect and aligns with our new website design. Thanks Sahil!

Good morning, I had a chance to review the latest designs. GREAT JOB Sahil! I appreciate your creativity and innovation! Feel free to keep it up.

Dear Team,

Thank you for the Republic Day Video Creative!

We liked the conceptualisation of this video a lot & how our message of "doing our part in building India" was conveyed through.

The music was bang on.

Overall it was praised by our senior management & colleagues as well.

I'm thinking of further using this video by removing the republic day part & doing some changes as a marketing activity to our customers etc.

In short – well thought of & good professional work.

For past 2 months now, I've observed that creative team is delivering creatives which are good & well thought of.

We hope that we will continue to receive similar/even better content from the team in all future projects.

Also, I want to bring your focus to one area where I feel still there is scope of improvement – content writing.

We have seen a great decline the sentence formation/caption designing for our creative etc.

So pls look into it & we hpe to receive good, professional captions/content now onwards.

!! JAI HIND !!

Thanks & Regards



Tarun Singhal

Previous >

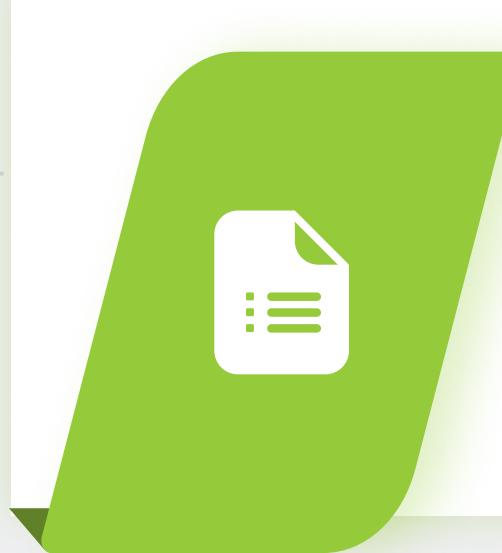
Next >

Skills

01

Strategic Planning:

- Conducting a comprehensive analysis of market trends, competitor activities, and target audience preferences.
- Collaborate with cross-functional teams to define clear marketing objectives and establish measurable goals.



02

Campaign Development:

- Utilizing insights gathered to conceptualize and develop innovative marketing campaigns tailored to meet organizational objectives.
- Ensuring alignment of campaign messaging, visuals, and channels with brand identity and target audience preferences.



03

Client Servicing:

- Engage in thorough client consultations to understand their specific needs, goals, and expectations.
- Develop detailed strategies and reports to present to clients, ensuring transparency and alignment with their objectives.



Skills

04

Online Reputation Management:

- Implement proactive measures to monitor and manage the organization's online reputation effectively.
- Utilize tools to track sentiment and implement strategies to mitigate negative feedback and enhance brand perception.



05

Social Media Campaign Optimization:

- Continuously monitor the performance of social media campaigns using analytics measurement tools.
- Analyze data to identify trends, optimize campaign strategies, and maximize engagement and conversion rates.



06

Execution and Implementation:

- Oversee the seamless execution of marketing initiatives, ensuring timely delivery and adherence to budgetary constraints.
- Monitor progress closely, identify potential roadblocks, and implement solutions to ensure successful campaign implementation.



Skills

07

Collaboration with Sales Teams:

- Work closely with sales teams to understand market dynamics and customer insights.
- Provide essential data, insights, and presentations to support sales efforts and drive revenue generation.



08

Leadership and Team Management:

- Lead and inspire creative design teams across multiple locations, fostering a collaborative and results-driven work environment.
- Provide guidance, mentorship, and feedback to ensure the delivery of high-quality results and adherence to brand standards.



Thank you for your time!

Sahil Dhyani

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