

SRINIVASAN KB

GROWTH AND MARKETING



CONTACT INFO



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SPECIALIZATIONS

- Digital Marketing Strategy
- Campaign Management and Analytics
- Product and Content Localisation Management (India)
- Growth, Retention and Engagement (Mobile App Users)
- User Research (UX and Product Requirements)
- Data Analysis and Campaign Optimisation

WORK EXPERIENCE

Regional Expert

(Growth, UX & Localisation)

OKCREDIT, BANGALORE | JUN 2020 TO PRESENT

- Handled growth and retention for Tamilnadu region (South India) with 200,000+ merchants
- In charge of overseeing multiple localisation and user research projects. Directly spoke to 250+ users to understand their use case and requirements
- Reduced the CPA by 38% by experimenting with ad copies and registration flow screens

Digital Marketing Manager

(B2C, B2B Marketing and Lead Generation)

CLOOTRACK, BANGALORE | FEB 2019 TO JUN 2019

- Handled the conversion & lead generation campaigns, SEO and content management for software products
- Increased lead generation by 15% in 3 months

Community Expert

(Growth, Retention & Community Engagement)

SHARECHAT, BANGALORE | JUN 2019 TO JUN 2020

- Part of the core team which launched Group and Audio Chat feature in ShareChat
- Helped in understanding the requirements from beta users and involved in campaign planning for the PAN India launch
- Developed the play book for launching Group feature in India for a DAU base of 14 Million users

Digital Marketing Executive

(E-Commerce, App Marketing - India & Europe)

ANSIO, CHENNAI | MAY 2018 TO NOV 2018

- Single-handedly Planned and Implemented E-Commerce site and App marketing strategy from scratch and reduced the CPI by 140% and scaled from 0 to 12,000 users in 6 months.

EDUCATION BACKGROUND

University of Madras, Chennai

MBA MARKETING & OPERATIONS
CLASS OF 2018

- Did research on effect of digital channels for user acquisition and retention
- 2 Internships in Digital Marketing (Agency and Fin-Tech Company)

PSR Engineering College, Sivakasi

BE ELECTRICAL & ELECTRONICS
ENGINEERING, CLASS OF 2016

- Best Volunteer Award - IEEE Students Chapter
- Secretary of EEE Association
- 1st Mark in Cambridge University ESOL BEC - Prelims
- Won in multiple Inter & Intra College project contests