

# Srujan Chowdary

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## Manager - Digital Marketing

Seeking challenging and rewarding assignments across **Content Publishing Management/ Digital Marketing / Project Management/ Web Analytics/ Integrated Marketing Campaigns/ Email Marketing/ Social Media Marketing**

- Diligent and Proactive Professional, with B.Tech (Electronics & Communication Engineering) and MBA (Marketing & Finance), offering an Services sector exposure of 10 years across **Digital Marketing, Enterprise Content Management Systems( Adobe AEM, SharePoint) and Email Marketing( Eloqua, Zeta Mail), Web Analytics( Google Analytics and Omniture Site Catalyst), Data Visualization( Tableau), Social Media Tools( Sprinklr, Synthesio )**. Currently working as **Senior Analyst/ Digital Marketing Consultant** for Clients and Markets of **Deloitte Australia (Deloitte Support Services India Pvt LTD)**.
- Refined understanding of business dynamics & updated market knowledge combined with the talent to amalgamate Analytics and Marketing abilities.
- Possess comprehensive skill sets in exploring and procuring new business, promoting and creating brand awareness and competition analysis. Target oriented professional with proven managerial acumen backed by focused energies fostering business growth and achievements.
- Proficient in mapping business dynamics to design and realign strategic and operational drivers to combat competitive forces on way to realize growth & profitability objectives.

### Core Competencies:

▪ *Web Analytics* ▪ *Digital Marketing* ▪ *Integrated Marketing Campaigns* ▪ *Project Management* ▪ *Social Media Marketing and analytics* ▪ *Market Strategies* ▪

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## PROFESSIONAL EXPERIENCE

**Deloitte Support Services India Pvt Ltd. 8 Years (March 2015 – Till date)**

### Manager - Digital Marketing

- I have worked in the capacity of a Digital Marketing and Web Analytics Consultant providing brand consultation, design alternatives, wire-framing options to Australian stake holders. Also, responsible for handling the projects workflow, service line performance, capacity tracking and stakeholder management.
- Creating dashboards for C-Suite, Industry and Service line leaders and provide insights for decision making process
- **Web page publishing:** Manage and publish content to agreed quality standards, within requested timeframe and SLAs
- **Digital campaigns/ Integrated Marketing Campaigns:** Working with stakeholders to run strategic marketing projects and Integrated Marketing campaigns to agreed timelines and objectives
- **Digital consultation:** Provide consultation (website/ Web analytics) to stakeholders based on our web brand, Australian writing standards, Web KPI's and Campaign performance
- Review content to ensure consistency of layout, branding and user experience
- Optimize content for external search engines (e.g. Google)
- Prepare ad-hoc, and recurring content management reports
- Knowledge Sharing / Documentation - Sharing best practices internally and with Clients
- **People Management:** Manage key relationships with Digital Engagement Channel Managers, Senior Managers and Other Deloitte Member Firms.

### Various Tools and Technologies used:

Digital Marketing activities including, but not limited to:

- **Content Management** – Adobe Experience Manager, Digital Asset Management (DAM), Adobe CQ5 CMS, SharePoint, Bright Cove Video Cloud, Infogram, Sprinklr
- **Web Analytics** – Google Analytics & Adobe Analytics
- **Marketo** for Marketing Automation
- Social media marketing and analytics for Twitter, Facebook and LinkedIn

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## PROFESSIONAL EXPERIENCE

**Zeta Interactive. 2 Years (March 2012 – December 2014)**

### Digital Marketing Analyst

#### Campaign Strategy

- Identifying client objectives and devising strategies to drive online traffic.
- Tracking conversion rates and making improvements.
- Using performance analysis to influence/support campaign strategies developing and managing digital marketing campaigns

#### Reporting and Analysis

- Reporting on key metrics, analyzing and interpreting trends and providing actionable insights based on available data
- Analyzing the effect of different channels and developing and implementing innovative strategies for improvement and growth
- Analyzing online user behavior, conversion data and customer journeys.
- Performing ROI analysis to evaluate efficiency and effectiveness of different marketing campaigns
- Spotting potential to implement innovative new methodologies and improve analytical procedure
- Using available data sources to deep dive and troubleshoot campaign (and overall) performance issues.

#### Communication

- Collaborating with the design and development teams for conversion optimization projects
- Collaborating with the search and social teams to enhance client reporting and performance measurement and conduct detailed analysis work when required

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## PROFESSIONAL EXPERIENCE

**HDFC Bank 9 months (June 2012 – March 2013)**

### Graduate Management Trainee

- Financial Inclusion Projects.

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## ACADEMIA

**MBA, 2010- 2012 (First Class)**

GITAM Institute of Management

**Bachelor of Technology (Electronics and Communication Engineering), 2006-2010 (First Class with Distinction)**

JNTU - Kakinada

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