

SMRUTI RANJAN DORA

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Marketing

- Marketing Professional with overall **6.8 years** of experience (4 years post MBA experience) in **Brand Management & Corporate Marketing - Master of Business Administration** from **SBM, NMIMS, Mumbai**
- Expertise in developing **integrated marketing communication plan** for maximising brand visibility and outreach with measurable impact, **pricing model, new partnerships and stakeholder management**
- Driven pan-India **Market Research** to measure brand awareness and equity
- Strong experience in forging strategic partnerships and alliances to ensure brand amplification; collaborated with Specialized Content Distributors such as **Times Group, Republic, Hotstar, Jio Saavn** etc.
- **Avid story and screenplay writer** on **Web Series content**; Developed a **12-episode documentary series** on **Republic TV**
- Excellent **Interpersonal Skills**

KEY IMPACT AREAS

Business Development
Customer engagement
Brand Management
Corporate Communication
Market Intelligence
Public Speaking
Customer Relationship Management
Stakeholder Management
Strategic Partnership
Team Building & Leadership

EDUCATION

Master of Business Administration from **SBM, NMIMS, Mumbai** with **2.8/4 CGPA** in 2016
B.Tech. (EEE) from **Amrita School of Engineering, Amrita University, Coimbatore** with **7.61/10 CGPA** in 2010
12th from **Sri Chaitanya JCP, Visakhapatnam, Andhra Pradesh Board** with **94.6%** in 2004
10th from **Kendriya Vidyalaya, Waltair, Visakhapatnam, CBSE Board** with **85.8%** in 2002

COMMUNICATION

- Responsible for setting **PR objectives** and **thought leadership** in **Cat A and B publications**
- Developing **Content Marketing strategy** including, but not limited to, blogs, social media posts, press releases, et al
- Developing brand positioning through **thematic and product video collaterals**

IT

- Performed various **customer based and brand campaign analytics via SQL**
- Helped Drip form a **prospective leads database** by scrapping exporters data in various websites in **Python**
- Led **tech-integration with API endpoint** with **FIEO** and supported in **ICICI** integration

CURRENT JOB EXPERIENCE

Drip Capital **Senior Brand Manager** **Jul'19 – Present**

KEY RESULT AREAS

- Responsible for **lead generation, promotion & advocacy** through conferences and seminars (64 in a year) pan India
- Maintained overachievement of lead targets by over **138% every quarter** with **219%** in **Q1 2020 (Jan – Mar 2020)**
- Brought down the **cost per customer acquisition** by **56%** in a span of **10 months**
- Regular speaker at **seminars** and knowledge platforms organised by **FIEO, CII** etc.

CUSTOMER EXPERIENCE

- Led **in-depth interactions with existing and potential customers** through multiple **roadshows** per quarter pan-India
- Meeting existing and prospective customers pan-India to understand their challenges, tailor the events to suit their requirements and position Drip as their partner in need

MARKET RESEARCH

- Drove a market research to **measure the brand awareness and equity** of Drip Capital through **qualitative and quantitative depth interviews**
- Conducted an **in-depth competitor study**, mapped customer perceptions and consolidated information into actionable items, reports and presentations

BRAND MANAGEMENT

- Leading **Branding and Communication** team of 7 members and multiple agencies
- Defined the branding measures for Drip Capital from the scratch and developed a structured brand measurement agenda
- Driven major **ATL & BTL campaigns** across the country tailored to the geography and market requirements
- Designed and developed a **multi-city conference plan** involving month-long media & OOH coverages, partnerships with multiple stakeholders from the state government agencies, bureaucratisees, buying houses, e-commerce players such as **Amazon India marketplace and Alibaba**, freight forwarders such as **DHL and Expo Freight**
- Redesigned and launched the corporate brochure

STRATEGIC PARTNERSHIPS

- Partnered with **The Economic Times** and **Hindu Business Line** for conducting half-day long conferences with Government Spokespersons and other stakeholders
- Identified and **led strategic partnerships** with major **Export Promotion Councils, State Government Departments, Corporates** – Defining partnership goals, budget, targets and execution of campaigns

PREVIOUS EXPERIENCE

Yes Bank Ltd.

Senior Manager

Aug'16 – Jun'19

KEY RESULT AREAS

- Developed **Integrated Marketing Communication** plans for major initiatives of Responsible Banking Initiatives
- Responsible for designing **annual marketing plan and budget**, new initiatives, ATL & BTL campaigns and market research
- Overshot outreach targets by over **248%** in all programs through multi-channels: **influencer marketing, CTA videos, e-mailers, articles, unique on-ground activations** etc. with relevant targeting and content partners

DIGITAL MARKETING

- Responsible for **brand building, lead generation, promotion & advocacy** across most marketing channels including e-mail programs, experiential, digital, media, events, influencers etc. - **Google Display Network (GDN), YouTube, Google Text Ads, Social media** etc.
- Analysed results and optimised solutions using relevant estimates such as CPC, CTR etc. for improved campaign performance and ROI
- Co-created **social media strategies** using video content, articles, advertorials etc. on a monthly basis, with an **average engagement rate of 3%** which is **more than the industry standard**

PARTNERSHIPS & ALLIANCES

- Managed **strategic partnerships/alliances** with **State Governments, UN Bodies, Hotstar, Saavn, Zee, CNBC, The Logical Indian** etc. to enhance brand awareness and customer acquisition

BRAND MANAGEMENT

- Developed a **12-episode documentary series** on **Republic TV – maximum viewership** among all Indian English News Channel (**28%** during allocated time slot)
- Amplified outreach through collaborations with:
 - Multiplexes, Colleges/Corporate/NGOs & Specialized Content Distributors
 - National and International Film Festivals such as **Docedge & IDFA - Amsterdam**
- Engaged with colleges/universities and corporates through **300 pan-India workshops and symposiums**
- Regularly deliver **Guest Seminars** on '**Responsible Banking**' at **Business Schools & Social Enterprises Gathering**

NEW INITIATIVES

- Developed an accelerator program for tech and non-tech start-ups with grants up to **INR 7.5 Cr.** Received **11511** applications (**target exceeded by 230%**)
- Linked the accelerator program to business development – **714 start-ups** banked with YES BANK
- Designed 1-min **Public Social Announcement Movies** programs in partnership with **UNDP and British Council** for screening at multiplexes PAN India
- **Market Research - Focused group discussion** with **KPMG** with customers in 5 metros to **measure impact, understand brand awareness for customer acquisition and retention**

ACHIEVEMENTS

- **Two times** recipient of YES League of Excellency Award for exceptional performance

Wipro Infotech

Accounts Manager

Jun'16 – Aug'16

KEY RESULT AREAS

- Conducted market research to generate leads for direct sales of IT Infrastructure Services in Northern/Central India
- Analysed industry trends to translate to business requirements and supported team in appropriate strategy mapping to these requirements
- Conducted assessment of RFP & technical documents to determine scope of work

EXTRACURRICULAR ACTIVITIES

- Awarded as the '**Most Deserving Film of the Year**' in World's Largest Social Film Movement '**YES! i am the CHANGE**' organized by YES Foundation in 2015
- Contributed for **Girl Child Education Initiative** started by **Ratnakar Bank Ltd.** By participating in various street plays
- Selected as the **National Finalists** in **Asian Film Festival** and **Campus Finalists** of **Mahindra War Room** in 2015
- Nominated & awarded in **Best Film Category** at the **Yellow Umbrella Festival** in 2015
- Winner of Legalize -5 at the **International Ad Film Festival** organized by MAXI XLRI in 2014

CERTIFICATION

Certification on **Internal Auditor Training** for ISO 9001:2015 in 2017

Certification on **Inbound Marketing** by Hubspot Academy in 2014

PERSONAL DETAILS

Date of Birth: 7th January 1987 | **Languages Known:** English, Hindi & Oriya