**Mr. Vipin Venugopal**

**Contact Details: 99 677 88 002 /** [**vipinair@gmail.com**](mailto:vipinair@gmail.com)

*Marketer with 10+ yrs.of experience. Worked in organisations like ICICI Securities & Angel Broking. Handled Digital & Traditional Marketing.* [*Click here to watch my Cover Letter video.*](https://youtu.be/1WpQnwTwxpE)

**PROFESSIONAL EXPERIENCE**

**Vice President Marketing** at **IndiaNivesh Shares & Securities Pvt. Ltd. Duration:** Aug.’18 – May’20

* Set up & Led Digital & Traditional marketing
* **Brand Positioning**
  + Worked on media planning, buying & scheduling. for a proposed campaigns, from CNBC Network, ET Now & Zee Business
  + Executed an online content campaign targeted to position the organisation as a Thought Leader
* **Digital Marketing**
* SEO (Search Engine Optimisation / Organic Search):

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
|  | **Top 10** | | **Top 30** | **Top 31-50** | **Top 51-100** |
| **No. of keywords** | | 95 | 247 | 95 | 133 |
| **Monthly search volume** | | 75k+ | 380k+ | 683k+ | 1.2M+ |

* 1. New users through organic search contributed 47% of the overall organic visitors
  2. Organic traffic to blog section has increased by 6148% from 84 users (Jan’19) to 5248 users (Feb’20) with an avg. time spent on page of 3.33 mins. as against 1.31 mins.
  3. Used Google Analytics to understand the website visitors behaviour
  4. Competitor analysis by tracking increase/decrease in website traffic & keyword rankings
* SEM (Search Engine Marketing / Paid Search / PPC / Lead Generation):
  1. Handled the implementation & optimising the lead generation campaign (Google & Facebook) through insights (Google Analytics & feedback calls with Sales Team) and measuring ROI
  2. A/B testing for landing page & Ad Copy
  3. Tracking competitors – targeted keywords, landing page, ad copies & inventory
  4. Set up CRM automation for prospect communication as well as the automation for sales matrix. The organisation used LeadSquared as its CRM tool.
* Social Media:
  1. Creative ideation & final approval for content on Facebook, Twitter, Instagram & LinkedIn
  2. Employer branding on Social media
* Content Marketing:
  1. Handled blog content, which was used for SEO, Social Media, YouTube & Customer engagement
* Website Design:
  1. Worked on websites:
     1. indianivesh.in – SEO, design, content & UX/UI
     2. indianiveshfund.com – design & content
  2. Utilised the CMS to update website content & visuals
* Customer Communication:
  1. Standardised design templates of reports sent to customers (daily, weekly & result season)
  2. Implemented customer communications e-mails (blogs, birthday & festivities emails)
* **Offline Marketing / Collateral support**
  + Branch internal branding
  + Assisted sales team with Marketing collaterals viz. Sales Kit, Welcome Kit, pamphlets, standees, Pitchbooks & AV’s for corporate events
  + Designed the Employee Sales Training Manual & New joinee HR Handbook
  + Conceptualised branding elements for an internal event where industry veterans are invited to speak
  + Conceptualised quarterly magazine exclusive for our HNI / Private Wealth Clients
  + Designed Corporate Presentation for individual business teams & standardised PPT templates
  + Prepared a weekly e-mail for employees that had articles for weekend reading
  + Penned & narrated the sales anthem [Click here to view the video](https://drive.google.com/file/d/1VOf_uFRDwOQQVgkhd2ez30COG9jWCepQ/view)

**Chief Manager Marketing** at **ICICI Securities Ltd. Duration:** May’16 – Jul.’18

* + Prepared Media Plan & negotiated Media Buys for Digital Brand campaign. Inventories involved YouTube, Twitter Influencer activity, Facebook & Programmatic
  + Managed & Optimised Google lead generation Campaign, email campaigns & brought down Cost Per Account Opened by 61% (INSTA Account for online Mutual Fund Investment)
  + For the education business (ICFL) with 11% reduced spends managed to keep leads at same level as previous FY and reduced CPL by 25% through optimising Google campaign and introducing new platforms like OUTBRAIN & Facebook
  + Handled internal Digital Communication & Digital assets (e-Mails, Web Banners, Web Pages for Product/ Services promotion activities & conceptualisation of Website design for the Premier business vertical of ICICI Securities Ltd.)
  + Worked as Senior Manager Marketing (May’16-Mar.’18)

**Brand Manager** at **Angel Broking Pvt. Ltd. Duration:** May’15 – Apr.’16

* + Prepared a 360 degree approach to branding with online (Desktop & Mobile) & Offline channels (Print, Radio, Outdoor & BTL)
  + Achieved 15% growth in Organic Traffic & 18% increase in offline sales enquiries (inbound calls)
  + Measuring Brand Health & doing competitor analysis (using TAM, PR & NPS Data)

**Co-Founder** at **RightStart Food Solutions Duration:** Apr.’12– Mar.’15

* + Achieved 65% client retention (Clients retained for a period of 3 months or more)
  + Handled the Bidding, Optimisation & Analysis of Google Keywords

**Marketing Manager** at **A.M.D. Properties Duration:** Mar.’11 – Mar.’12

* + Created Brand Identity & maintained the consistency in Branding Collaterals
  + Handled Digital Marketing (Google Ad Words & e-Mail Marketing)

**Business Dev. Exec.** at **Maxwell Ind. Ltd. Duration:** Dec.’07–May’09

* + Scouted for suitable locations & Launched EBO’s. Implemented In-Store-Branding
  + Handled sales for Modern Trade Outlets like MORE, Globus, etc.

**Business Dev. Exec.** at **Sahakriya e-Banking Duration:** July’07– Nov.’07

* + Generated awareness for Internet Banking Security application, through meetings with CTOs

**EDUCATIONAL QUALIFICATIONS**

* + 2011 - M.M.S, Marketing - M.E.T. Institute of Management (Mumbai University) – Scored 64%
  + 2007 - B.M.S, Marketing – Mulund College of Commerce (Mumbai University) – Scored 64%

**ADDITIONAL CERTIFICATIONS**

* + Google Adwords Search Certification (Fundamental & Search Advertising)
  + Digital Marketing Course conducted by Prof. Ratan K. K. (visiting faculty at IIM-A)
  + NISM Series XII – Securities Markets Foundation Certification Examination
  + NISM Series VB – Mutual Fund Foundation Certification Examination

**ACADEMIC SCHOLARSHIPS & AWARDS**

Secured **“O” (Outstanding) Grade** in Final Year B.M.S. Project (2007)

**ADDITIONAL INFORMATION**

Won the First position at the intra college debate competition “M.E.T. Combat” (2011)