

PROFESSIONAL PROFILE

Digital Marketing, Growth & MarTech Leader with 16+ years of experience driving business growth, marketing transformation, and digital growth/acceleration across global markets. Blend of technical foundation (CRM Product team) + MBA from IIT Delhi + 13+ years in performance marketing, automation, analytics, and digital strategy.

Co-founder of Propell Action (India) and Propel Theory (USA) delivering consulting, marketing analytics, and digital execution to 250+ clients in 15+ countries with a cross-functional team of 25+. Managed

Proven track record as Fractional CMO, enabling D2C, SaaS, Edtech, Healthcare, Automobile, and Services clients to scale acquisition, improve retention, strengthen marketing automation, and build data-driven marketing engines for both organic and inorganic growth.

Strong expertise in P&L ownership, GTM strategy, full-funnel Performance marketing, CRM-led growth, CDPs, analytics, digital growth, leadership hiring, and building high-performance teams.

Core Competencies

| Core Competencies | Major Tools and Platforms |
|--|--|
| ● Digital & Performance Marketing | ● Google Analytics4, Google Tag Manager |
| ● Growth Strategy P&L Ownership GTM Planning | ● Adobe Analytics, MixPanel Analytics |
| ● CRM Strategy Lifecycle Marketing Retention | ● Data Studio, Power BI, Tableau |
| ● Marketing Automation CDPs MarTech Architecture | ● Google Ads, Google Marketing Platform, DV 360 |
| ● E-commerce & D2C Growth | ● Meta Ads, LinkedIn Ads, Twitter ADs |
| ● Analytics CRO Data-Driven Decisioning | ● Criteo Ads, Outbrain, Taboola, |
| ● Leadership & Team Building | ● Snapchat Ads, Pinterest ADs |
| ● Product Marketing PLG & CLG | ● Hubspot, Zoho, Marketo, |
| ● Media Planning Budget Ownership | ● Ahrefs, SEM Rush, Keyword Tool |
| ● SaaS Marketing | ● AI tools - Chat GPT, Gemini, Canva, Midjourney |
| ● Lead Generation Funnel Growth Strategy | ● MoEngage, WebEngage, Get Insider, Optimove |

Growth and Marketing Head for Multiple Startups in Fractional Role**(Jun'19-Current)**

Provide Part-time CMO services, marketing leadership, strategy, and digital growth to startups and mid-market companies across D2C, SaaS, Retail, HealthTech, EdTech, BFSI & Services.

- ❖ **Funnel Optimization:** Designed and executed full-funnel growth strategies including acquisition, retention, growth, CRM, content, automation, and analytics.
- ❖ **CLTV:** Helped my clients improve the CLTV by implementing a mix of acquisition and retention strategies enabled by marketing automation and supported by marketing analytics while maintaining a sustainable CAC and improved AOV.
- ❖ **ROI and ROAS:** Achieved Positive ROAS (enabling a positive ROI) for most of our clients and helped them stabilize the same while maintaining a steady growth across channels. For example: Achieved 7X ROAS for a Fashion Startup, 11-23X ROAS for niche healthy food brand. Improved ROI by 30-40% through performance marketing restructuring and automation.
- ❖ **KRAs and KPIs:** My KRAs often included improvement in CRO, Marketing Automation spends/ROI, Performance Marketing, Revenue and new digital initiatives. KPIs mostly involved CLTV, ROAS, AOV, CAC, Lower churn rate, Increase in Revenue. Tracked and analyzed marketing performance metrics, generated reports, and made data-driven recommendations for continuous improvement.
- ❖ **MarTech Ecosystems:** Helped clients build and maintain Integrated Marketing Automation Systems alongside server/client side tag management and robust analytics. It involved integration with existing CRM or implementation of CDPs.
- ❖ **Consulting to Founders:** Guided Founders and CXOs in brand strategy, GTM planning, Funnel architecture and Growth/Scale engines.
- ❖ **Growth and Product Marketing:** Created and implemented Growth maps based on the stage of company's growth often leading to scalability in user base, revenue etc. Implemented Product Marketing strategy keeping in mind different channels and the funnel for each.
- ❖ **Shark Tank Featured and Fund Raised:** Three of my clients got featured in Shark Tank India and a few went on to subsequently raise funds from government or private lenders (angel investors and VC firms)
- ❖ **Managed & Led Marketing Teams:** Helped the clients build a strong internal marketing team via right hiring, mentoring, KPI setting and Leadership management. Helped them build association with marketing agencies for execution of the strategies and SOPs developed for the same.
- ❖ **P&L Accountability and Ownership:** With clear financial goals, I helped the clients achieve monthly, quarterly and annual revenue with positive ROAS with 3 of our bootstrapped clients hitting 200+ CR (Approx \$ 25 million) annual revenue within 3-4 years of inception with limited resources and funds.
- ❖ **Clients handled:** Diabexy, Suta, Hair drama Company (all of them in 200+ CR or \$25 million Revenue), Sell TM (acquired by Snapdeal).
- ❖ **Digital Marketing:** Oversaw digital marketing initiatives, including SEO, Performance Marketing, social media marketing, marketing automation, and marketing analytics.
- ❖ **Collaborated with cross-functional teams** to optimize marketing campaigns and drive lead generation and customer acquisition.
- ❖ Provided strategic guidance on brand positioning, market segmentation, and audience targeting.
- ❖ Directed the creation of website, app and other digital assets.
- ❖ Conducted market research to identify customer needs, industry trends, and competitive analysis.
- ❖ Built strong relationships with key stakeholders and managed partnerships with external vendors.
- ❖ Oversaw **Performance Marketing** campaigns on Google Ads, social media platforms, programmatic and Native Ad platforms, optimizing ad spend and maximizing ROI.
- ❖ Monitor social media metrics and implement social media listening strategies to enhance brand reputation and engagement.

Digital Agency Services and Consulting to multiple clients

(Jun'19-Current)

- ❖ **Start-up Consultancy:** Provided early stage online growth marketing consultancy to Start-ups and businesses looking for online growth channels and other traditional channels of marketing and distribution.
- ❖ **Digital Marketing Consultancy:** Provided Consultancy in Digital Marketing to wide range of firms including Startups, SME's and MNC's and guided their team to result driven Digital marketing activities for a better ROI.
- ❖ **CRO:** In-depth expertise in CRO techniques, including A/B testing, multivariate testing, user journey analysis, and website optimization strategies to improve conversion rates and user experience.
- ❖ **Analytics and Tag Management:** Guided and Implemented Analytics tools, Channel integrations, Proper Tag Management (Server and Client side) to ensure proper data tracking, analysis, marketing/channel attribution with maximum accuracy.
- ❖ **Media Planning and Budgeting:** Created and Implemented Media Plan and budget for multiple channels based on the KPIs for each channel.
- ❖ **SEO:** Proficient in SEO best practices and techniques, including keyword research, on-page optimization, technical SEO audits, and link building strategies, to enhance website visibility and organic traffic.
- ❖ **Marketing Automation:** Hands-on experience in implementing and training on Marketing Automation platforms like HubSpot, Marketo, or Pardot, covering lead nurturing, email marketing automation, workflow automation, and campaign management.
- ❖ **Performance Marketing:** Skilled in Performance Marketing strategies across various channels including SEM, PPC, social media advertising, Native Ads, Programmatic Ads and affiliate marketing, focusing on ROI-driven campaigns and budget optimization.
- ❖ **Team Management:** Led a team of 25+ Marketing, Tech, Design and Content professionals both in India and USA.
- ❖ **Clients Handled:**

| Category or Industry Handled | Client Names |
|------------------------------|---|
| D2C or E-Commerce | Diabexy, Suta, Hair Drama Company, Smytten, Rashki, Vert, Amintri, Sell TM, Jiwy, Snapdeal, Promotiononly, Shopbloom, Uniqlo, Bookyogaretreats, |
| Automobile | TVS motors, Hero, Ultra Violette, |
| Pharma and Healthcare | Servier, Cipla, Caleedo, Credihealth |
| SaaS | Eltropy, Grey Metrics, Sona Pay, Erxes, Maker, Docquity, Capximize |
| EdTech and Education | Simplilearn, Market motive, Knowledge Hut, Zeolearn, Great Learning, 7i world school, DMS (IIT Delhi), Maple Bear (UAE) |
| MNCs (multiple categories) | MediaTek, HSBC, L&T, NeoSports, Sbilife, Colorshine |
| Real Estate | Squareyards, DLF properties, Earth Infrastructure, House of Abhinandan Lodha, Retal Residence (KSA) |
| Services and Technology | VOX Network Solutions, Trustwave, Noor net, Accorian, Bhive, Accun AI, Nextbyte AI, Haldyn Glass limited, Viviid Renewables Limited |

Digital Marketing Trainer and Subject Matter Expert- Multiple Companies**(Jun'14-Sep'22)**

- ❖ **Training Providers:** Market Motive (USA), Simplilearn (USA and India), Great Learning, Knowledge Hut (Singapore), Zeolearn
- ❖ **Clients:** CITI bank, Genworth Financials, Max life Insurance, HSBC Bank, Vodafone, MediaTek, BASF Chemicals, Rechargeitnow, Credihealth, Paras Hospitals, Earth Infrastructure, Times of India, PVR Cinemas, NeoSports, G7CR, Government of Saudi Arabia, DLF, TVS Motors etc.
- ❖ **Trained Professionals:** Trained approximately 10,000 working professionals, students and Entrepreneurs in the domain of Digital Marketing
- ❖ **Content Development:** Developed course content for various modules of Digital Marketing inculcating academic theories thoroughly along with the best industrial practices based on latest trends and updates
- ❖ **Content Moderation:** Kept a track of the dynamic digital marketing landscape and moderated/updated the content and course curriculum on a regular basis
- ❖ **Tailored Content for Audience:** Customized the content, presentation and training mechanism according to a highly specific audience like- Startup Founders, Doctors, BFSI professionals, B2B IT/Tech providers, Real estate Consultants, Professional Trainers, Image Consultants etc.
- ❖ **Corporate Workshops:** Organized multiple workshops on Digital Marketing for companies with audience set including executives, middle level managers, senior managers and strategists
- ❖ **Academic Workshops:** Organized workshop for Students in business schools and engineering colleges such as IIM-Lucknow, IIT Delhi to help them learn tactical and strategic skills in Digital and Social media Marketing
- ❖ **Bootcamps and Industrial Training:** Successfully conducted industrial training for Students in Engineering colleges with focus on learning skills through execution on LIVE summer projects during a tenure of two to three months

- ❖ **Classroom Training:** Trained a mixed audience of Students and Working professionals in the Digital Marketing and Social Media through classroom courses through a right mix of Lectures, Case Studies, Hands-on experience of Tools & Techniques, LIVE projects and business mentoring
- ❖ **Online Webinar Training:** Trained a mixed audience of Students, freelancers and Working professionals in the Digital Marketing and Social Media through LIVE online webinar-based courses classroom course through a right mix of Lectures, Case Studies, Hands-on experience of Tools & Techniques, LIVE projects and business mentoring.

ARCHAYNE LABS – Manager, Digital Marketing and Sales

30 Months (Jun'12- May' 14)

Social Media Marketing: Developed Social media strategy for brand and synchronized the strategy across different channels

- ❖ **Social Media Marketing:** Managed posts, promoted offers and brand stories, monitored customer conversation and feedback with timely response and solutions on Social Media Sites like- Facebook, Twitter, Pinterest, LinkedIn, Google+, Slideshare etc
- ❖ **Social Media Marketing:** Extensively managed Tailored and multi-format paid and free campaigns on different channels like- Facebook, LinkedIn, Twitter, Pinterest, Google+, and Instagram etc.
- ❖ **Content Marketing:** Conceptualized and authored E-books, White papers, Blogs, Articles, Presentations and Webinars
- ❖ **Search Engine Optimization:** Conducted an extensive research on keywords, Directories and External links for Off-Page Optimization and **review** of the websites, their content, website structure, landing pages, Local SEO, internal linking SEO and HTML attributes for On-page optimization
- ❖ **Search Engine Optimization:** Prepared SEO worksheets to empower specialists at technical level and track the progress and organic results on different keywords to help refine the SEO Strategy
- ❖ **PPC Marketing:** Planned, developed, implemented and monitored Ad Campaigns on Social Media, Search Engines and Display Network sites to measure, analyze and evaluate their performance against goals and KPIs and ensured higher ROI
- ❖ **PPC Marketing:** Strategized and ideated the Content, Visuals and 'call-to-action' for different PPC campaigns, Text and Display Ads along with the Landing Pages and Auto-responders to maximize micro and macro conversions
- ❖ **PPC Marketing:** Kept an eye on keywords, Adgroups, Competition and Bid Amount to monitor, evaluate and improve an AD Campaign and executed testing of different Ad Campaigns before launching a full-fledged AD Campaign
- ❖ **Analytics:** Analyzed customer and traffic data from various sources – Search Engines, Text and Display Ads, Affiliates and Social Media to recommend insights and lead media planning to achieve Optimization and a higher ROI
- ❖ **Mail/Mobile Marketing:** Conceptualized the mailers and SMS promotions for Campaigns of Clients from different industries
- ❖ **Lead Generation and Conversion:** Offered Services and tracked progress to drive traffic and enable micro and macro conversions of customers on client's websites resulting in Direct Sales, User Registration and Subscriptions
- ❖ **Mail/Mobile Marketing:** Formed mailing Lists with relevant database of mail addresses and mobile numbers for SMS and Mail campaigns for corporate and institutions
- ❖ **Market Watch and Trend Analysis:** Developed, Maintained and Expanded the Customer base through feedback, market research and watch on trends and competitors and kept a track of emerging technologies and Solutions
- ❖ **Media Sales & Planning:** Scheduled and Prepared budget for New Media Strategy based on impact and goals for Digital Marketing through different channels and Gathered requirements from the clients and prepared Media Proposal accordingly for customized Services to enable a **high ROI** on minimum cost campaign for the business owners which helped them look beyond traditional marketing methods
- ❖ **Media Sales & Planning:** Sold Digital Marketing Services to SME's , Startups , Local and Small Businesses along with MNC's
- ❖ **Certifications and Tools Awareness:** Google Adwords, Google Analytics, Webmaster Tools, Hootsuite, Simplymeasured
- ❖ **Clientele:** Snap2door, westyle.in, tjori.com, chaayos, sheroes.in, Shephertz, Earth infrastructures, Corporate Edge etc.
- ❖ **Industry:** Start-ups, SMEs, Local Businesses from Real-estate, Food, Fashion & Lifestyle, E-commerce, IT etc.

Assistant System Engineer

(Sept'07-June'10)

- ❖ As a Backup **Project Leader** supervised a **team of 10** software professionals in a Customer Relationship Management (CRM) project for a top CRM vendor for one year
- ❖ As a **Quality Assurance Associate**, skillfully automated the test suites of testing project for a **Cloud-based CRM** project
- ❖ Managed **Customized 'Customer Portal Pages'** of a cloud-based CRM system for the clients
- ❖ Prepared test case suites of 'Customer Portal Pages' of a cloud-based CRM system for the clients
- ❖ Conducted a review and offered feedback/suggestions for the improvement of design, content and workflow of the CRM product
- ❖ Conducted manual and automated **testing** of 'Customer Portal pages' on different **browsers and operating systems**
- ❖ Handled the **bugs management** by reporting the bugs to the developer and getting them fixed by them before new release
- ❖ Honed **skills** and gained **expertise** in various Test Execution and Test Management tools- QTP, Quality center, Bugzilla and Star
- ❖ **Drafted** Induction Manuals and functional documents for a **fortune 500 company's** cloud-based online CRM project
- ❖ Handled the **project management activities** and **Internal quality audit** of a project for more than one and half years
- ❖ As an **associate trainer**, conducted a training program and workshop of Automated testing for 25 employees

TRAININGS AND CERTIFICATIONS

CERTIFICATIONS

GOOGLE ADWORDS certified Professional
 GOOGLE ANALYTICS certified Professional
 HOOTSUITE Certified Professional
 HUBSPOT Certified Professional

TRAININGS

Colleges: IIT Delhi, FMS Delhi, Miranda House, MNIT Jaipur, IIM Lucknow
 Startups & SMBs: Rechargeitnow, Credihealth, Paras Hospitals, Earth Infrastructure
 Companies: Times of India, Orris, Mediatek, PVR Cinemas

SUMMER INTERNSHIP

BASF Chemicals

- ❖ Worked with the **world's largest** chemical company on a project named as "**KPI's for Transportation and warehousing**"
- ❖ **Identified KPI's** and conducted a thorough review of transporters and warehouses on different parameters and metrics through **surveys, interviews and secondary research**
- ❖ **Developed a prototype** of Transport Management System to **optimize** resources and **improve** performance in transportation & warehousing
- ❖ Helped in the formation of new **strategy** for warehouse locations and contract renewal of the Transporters
- ❖ Proposed a **saving of 3.93 Crores** annually through route optimization in transportation and cut down in the number of warehouses by **8%**

WINTER INTERNSHIP

99 labels

- ❖ Worked with the marketing team of India's second Flash/Event Sales based Lifestyle E-commerce Startup
- ❖ Developed E-mailers and scheduled timing for the promotional offers, newsletters and campaigns
- ❖ Analyzed customer data and web analytics to implement focused and targeted marketing for different customer segments
- ❖ Focused on increasing brand advocates and their engagement through different quiz and promotional activities on Social Media
- ❖ Planned new activities for facebook page to predict and line-up Sales in accordance with the customer's needs
- ❖ Analyzed competitor's portals and supervised modifications in the check-out process to enhance customer experience

EDUCATIONAL QUALIFICATION

| | | |
|------------------------|---|---------|
| MBA | Department of Management Studies, I.I.T. Delhi | 2010-12 |
| B.E (Computer Science) | KLE College of Engineering and Technology , Belgaum | 2007 |
| XII (CBSE) | Delhi Public School , Ranchi | 2003 |
| X (CBSE) | Rose Public School , Darbhanga | 2001 |

LIVE PROJECTS AND PAPERS

CORPORATE LIVE PROJECTS

- ❖ **MOBIKWIK:** Prepared sales proposals for different clients and aggregators and pitched to developers and aggregators to build a portfolio of applications
- ❖ **ED FORA :** Conducted a proper study of different courses and modules for schools, colleges and competitive exams in India and accordingly developed marketing strategy for such products

ACADEMIC LIVE PROJECTS AND PAPERS

- ❖ Construct a framework for organization to help them implement a **Social CRM**
- ❖ Examine the implementation of **Social CRM** in Indian Organizations
- ❖ Integration of socialization and networking in improving the online shopping behavior of women customers
- ❖ Identify the attributes of brick and mortar shopping which can be extended to the online shopping to enhance the shopping experience of customers

POSITIONS OF RESPONSIBILITY HELD

- ❖ **CO-ORDINATOR, Fun@work :** Staged cultural and Sports Events for recreation on marked occasions and Festivals
- ❖ **Executive member , DAWN –** A welfare committee driving events and activities benefitting women employees
- ❖ **CO-ORDINATOR, Marketing Club -** Organized marketing events, academic activities , Guest Lectures and case study sessions
- ❖ **HEAD , Sponsorship committee-KLESCET:** Steered cultural and technical inter-college and intra-college events through funds raising and their proper management

ACHIEVEMENTS

CORPORATE

- ❖ **Two Client's Appreciation** certificate for the distinguished contribution in automation of a CRM and a banking project of a **fortune 500** company
- ❖ **Two TCS Gems** awards – An **award for excellence** at workplace – for successful completion of **pilot** CRM and Banking projects and **winning** the entire project from the competitor
- ❖ Maintained a **4-star rating** for **all the half-yearly and annual appraisals** in TCS

ACADEMIC

- ❖ **1ST prize** at a BUDGET ANALYSIS competition in BIMTECH, Noida
- ❖ **1st runner up** at “CASE IT UP”, a case study competition in **Delhi University**
- ❖ **Finalist** in Navkalpana , a PAN-IIT & IIM social business plan competition , at **IIT Roorkee**
- ❖ **Finalist** in B Company , a national level business plan competition , at **Delhi Technological University(Previously DCE)**
- ❖ **Certificate of participation** in Best Business Brains ,a business & marketing strategy event, at **NITIE, mumbai**
- ❖ **Finalist,INEXPO'04** ,a national level paper presentation for a technical paper on “honey pots”
- ❖ **Certificate of Merit** in Achievement-cum-diagnostic test at Centre for Pedagogical studies in Mathematics