

## Profile Summary

Multi-Faceted Digital Marketing impresario with 11+ years of experience well versed in Performance Marketing, E-Sales, Lead Generation, Ecommerce, Acquisition strategy, Marketing analytics, Google Ads, Facebook Ads, LinkedIn Ads, Search engine optimization, Branding & attribution and experience optimization. Effective Leader with proven records. Trusted consultant to top management, known for crafting impactful Data-driven personalized Digital Marketing Campaigns enabling enterprises to grow in values but popularity too. Interpersonal skills for Team and project management, High energy, and self-motivated professional who drives overall operational improvements & adhere to strict deadlines and work under pressure

## Carrier Highlights

- Managed over \$20 Million paid performance marketing budget globally.
- Successful Mother's Day Social Campaign for INTEX with 10 million + reach over social media in 2022
- Have made monumental efforts for the Intex website & social media to come out of penalty, which in-turn has helped intex.in grew by 76% in overall organic traffic & social media engagement.
- NEUHERBS- #1 Green Coffee, #2 for Fish Oil & Omega Bestseller D2C brand in amazon India, some other products like collagen, multivitamins, shilajit are also in top positions for Amazon bestsellers in India.
- Successfully operated my own organization for almost five years, TechnoBriX-Digital Marketing & Web technology agency with 100+ clients.
- Served reputed brands like Hero Group, DLF Group, Max Hospitals, Harrison Group, Dalmia Group, Indian spinal injuries center, Sitaram bhartia institute of science and research, Redcliff Labs, Zee Group, Cvent, VWO, Glucon-D, Numerouno, Satya Paul, Stanford University, Flipkart, Jabong, Mr. Button, Dapper Shoes ETC.
- Healthgenie was awarded #1 E.com brand for Social Media engagement by Social Bakers- 2013.
- HealthGenie.in #2 Healthcare E.com following up Healthkart as per Revenue in India in 2013.
- For the toughest "**Whey Protein**" keyword, Healthgenie.in on 1st ranks above all aggregators in our niche like: HealthKart, Snapdeal, Shopclues etc.
- Similar case for other highly competitive keywords like-Wheel Chair, BP monitor, Glucometer, Mass-gainer, walking chair and all associated keywords gained Top 5 SEO positions in Google for Healthgenie in 2013.

## Skills

E.Com Sales, D2C Customer acquisition, Funnel ROI Optimization, Lead Generation-B2B & SAAS, Performance Marketing- Google Adwords, Facebook/ Insta Ads, LinkedIn Ads, Tableau, Pinterest, Ad roll, Evadav, Display ads -Youtube & OTT, Growth Hacking, Market Research, 5C, SWOT & PEST Analysis, Quantitative & Qualitative Analysis, Branding, Brand Communication, Brand Alliance & Collaboration, Content Marketing, Social Media Marketing & influencer Marketing, Celebrity Endorsement, Visual Marketing, DVC/TVC Production, Moment Marketing, PR, Online Reputation Management, Crisis Management, Product Marketing, Marketplace Promotion & Sales, Amazon, Flipkart Ads, Regional/Local Marketing Cross-Channel Marketing, SEO, Keyword Research, On Page/ Meta Optimization, Content Quality Audits, Link Building, Google Updates, ASO, SEM, SMM, Affiliate, Remarketing, Customer Retention & Automation, Conversion Rate Optimization, WHATS APP / Email / SMS Marketing, Vendor/ Agency Management MarTech Consulting, Tech Marketing, Mobile Advertising, Digital Analytics & Reporting, UI & UX Optimization

## MarTech & Tools used

Ads-Google, Bing, Facebook/Meta, Instagram, YouTube, AMS, Twitter, LinkedIn, Reddit, Quora, Adroll,, Taboola, Adobe Analytics/Site catalyst/Omniture, Google Analytics, GA-4, Google Tag Manager, Google Search console, Chat GPT, CMS, WordPress, Optimizely, VWO, Google Search Console, Moz, SEMrush, Salesforce, HubSpot, Tableau, Figma, Adobe photoshop, Filmora

## Education

**B. Tech - Bioinformatics**  
Amity University- 2008- 2012

## **EXPERIENCE**

### **Strategic Consultant - Neuherbs- Healthfit retail Pvt. Ltd – (Dec, 2022- Present)**

- Working as consultant with the Neuherbs team to scale their business and brand value.
- Strategically assisting top management for Team building, Marketing Operations, Marketing Data Analysis to achieve their business goals.
- Auditing ongoing Digital Marketing operations, Suggesting Strategic moves to performance Marketing and branding Team.
- Training In-house Digital Marketing and branding team for Skill enhancement and Fasten up execution.
- working closely over brand communication with the content and social media Team to produce high-quality content to make brand stand out in a highly competitive market.
- Helping In-house team for setting up Automated Marketing reports and data as per the top management and investor's requirements.

### **Strategic Consultant -ANS Commerce- Flipkart – (Nov, 2022- February, 2023)**

- Worked as a consultant for assignment based project for flipkart to improve digital marketing operations in their recently ventured start-up, ANS Commerce-an e-commerce solution provider to enhance their services in Organic Marketing, SEO, Automation and influencer Marketing.
- Suggesting strategic moves to Business and account management team to retain major clients like Fab India, Vero Moda, AND ETC.
- Setting up process and reporting structures for above services, training in-house team for operations and client management.
- Defining and reporting structures for above services, training in-house team for operations and client management.
- Training business and sales team for Key factors and details of newly added services, helping them to create business proposals and case studies.

### **Sr. Manager-Digital Marketing (HOD): INTEx technologies (I) LTD – (Apr, 2022 - Nov, 2022)**

- Managing complete digital marketing operations, Recruit, mentor and leading the in-house team, includes goal and expectation set up.
- Defining Digital Marketing verticals & KRAs - performance marketing, social media, SEO, Direct Marketing teams & monitoring KPIs, Defining Goals & Strategy to achieve targets, motivating & training team.
- Overview day to day operations, Suggesting strategic improvements for better outcomes.
- Enabling Brand for Digital Presence, Ecommerce & D2C operations, process Setup and Team building.
- Revamping & Relaunching intex.in website as per latest technologies current market trends & consumer requirement.
- Setting up regular organic marketing & SEO operations like keywords research & finalization & Content development & optimization.
- Search Engine Marketing & Branding strategies for Catalogue awareness, product awareness & Brand Recalling.
- Have made monumental efforts for the website to come out of Google penalty, which in-turn has helped Intex grew by 63% in overall organic traffic (Ref. to Similarweb).
- Have increased the organic reach of headphone & Smart Accessories by more than 400% in just 6 months.
- Have increased social media reach & positive engagement by launching effective personalized content marketing campaigns.

## **Head of Digital Marketing -Neuherbs-( Healthfit retail Pvt. Ltd ) - (Aug, 2018- March, 2022)**

- Managing complete digital marketing & D2C operations, closely working with sales team to achieve business targets by various marketing & branding efforts.
- Management of Digital & Branding Strategies, Planning, execution & implementation, Devised strategies, and roadmaps to support product vision and value to business.
- Responsibility to manage SEO & Website & content development operations for organizations verticals Neuherbs, My Shake, Neusafe, Healthfit Stores & Diet consulting program.
- Managing product cataloging & Marketing over 3rd party portals like amazon, Flipkart ETC.
- Analyzed and reported social media Branding and online marketing campaign results.
- Monitoring & analysis of PPC (Pay per Click) campaigns at Amazon, Google AdWords, Facebook, LinkedIn, Twitter, and Bing.
- Partnership & Communication with various agencies OEMs. PR, vendor management, 360-degree relationship planning for advertisements, Exclusive launches and Service integrations.
- Maintained expert-level skills in Affiliate marketing and digital platforms such as tyro, Ad colony, double click, abridge, Taboola, Ads bridge and many more. platforms.
- Managing team of 11 direct reports engaged in ongoing product optimization, account management and ad placement on company website.
- Evaluated monthly performance statistics and used data to inform future strategies.
- Discussed SEO needs and optimized strategies for short- and long-term campaigns.
- Conceptualized, planned and executed original designs for wide range of website properties.
- Creating Marketing Playbook to document best practices, Tools, and workflow to plan and launch successful campaigns.

## **Founder & Director- TechnoBriX-TBX (Feb, 2014 – July, 2018)**

- Formulation of a vision, Building an Effective Business Plan, Clarifying Objective & core values of organization, Leading from the front, Fundraising & Managing Finances.
- Defining process & verticals, Managing the team in the startup, Focus on KPI's, Skill enhancement , character development & Engagement of the Team.
- Taking care of networking, building strong & long-term relations & alliances. Defining Goals for Business & sales team & helping them strategically to achieve targets.
- Market R&D, Mapping Potential Growth Areas & identifying market gaps for scaling business.
- Cultivated strong client relationships and cross selling extended services, driving additional revenue.
- Heading HR, Accounts & finance & Digital Marketing & Creative Department.
- Closely managing digital marketing operations & working over strategies to achieve Client's business Goals
- Measure and report performance of all digital marketing, HR, Accounts verticals & campaigns and assess against goals. (ROI and KPIs).
- Evaluate emerging technologies. Provide thought leadership and perspective for adoption where appropriate.
- Streamlining the process to save man hours and enhance efficiency as well as outcomes.
- Discussed SEO needs and optimized strategies for short- and long-term campaigns.
- Provided weekly updates on digital marketing campaigns to clients, discussing strategic initiatives and methods for improvement.
- Mapping areas of improvements & scope of expansion for betterment of organization.

## **Digital Marketing Manager- Healthgenie.in -GST Corporation Ltd (Sep, 2012 – Feb, 2014)**

- Developed and executed digital marketing efforts to enhance brand visibility.
- Responsible for generating business through organic and inorganic channels, Tracking and monitoring of key internet marketing metrics i.e., open rates, click through percent, conversion rate, CPM, CPA, CPC etc.
- Created solution-based execution plans to achieve business goals based on Google Analytics and internal reporting data.
- Leading & Managing team of 14 members for PPC, SEO, SMO, ORM, Blog, Ecommerce and Digital marketing executives. This included paying attention to various issues from scratch level.
- Guiding team leaders to get SEO tasks done in-accordance with latest Google updates.
- Content Marketing: Guiding content writers to write high quality and SEO optimized articles for our e-commerce & Blogs, and promoting our content on Blogging sites, forums, reviews sites and article Directories
- Website: Provide strategic guidance on web features and user experience to help drive customer acquisition, customer retention, and conversion
- Strategic planning, development and management of affiliate, SEM, SEO, PPC, email marketing campaigns.

## **Digital Marketing Executive- Arahana Web Pvt. Ltd. (02/2012 – 08/2012)**

- Working on 3rd part tools like Hoot suite, Woorank, SEO power suite to analyze and optimize the things.
- Improved page content, keyword relevancy, and branding to achieve search engine optimization goals.
- Directed traffic growth strategies, including SEO, affiliate linking campaigns, content distribution, email marketing and trackbacks.
- Created and presented pitch materials, including proposals and presentations.
- Improved click-through rates, conversion and other important KPIs with strategic approach.
- Improved page content, keyword relevancy to achieve search engine optimization goals.
- Oversaw social media campaigns, including creating and deploying content, engaging with target audiences and boosting reach with strategic ad placements.