

WORK EXPERIENCE**MPS Limited** | Noida | General Manager – Marketing

Apr'23 – Present

*Spearheaded marketing initiatives for **three brands** that contribute 76% of the firm's revenue, **improving sales qualified leads by ~11%***Marketing Strategy and Branding:

- Successfully managed a **\$700k marketing budget**, driving multichannel marketing & creating multiple touchpoints to enhance branding
- Conceptualized marketing strategy for 3 brands across website, social & offline channels, shaping **brand positioning, voice, & tonality**
- Completed a **rebranding campaign** within a tight two-month timeline & introduced the new brand at the industry's largest event, drawing over **7,000 participants**
- Directed MPS' **content marketing strategy**, catalyzing growth: achieved 60% increase in LinkedIn followers & 40% surge in web traffic

Lead Generation:

- Increased number of **inbound leads by ~20%** by optimizing SEO strategies and implementing targeted marketing campaigns for ICPs
- Established a robust B2B sales funnel, generating a **pipeline of over \$4mn** through multichannel marketing initiatives
- Boosted the **Top of Funnel (TOFU) leads by 18%** by introducing new lead magnet in the form of e-books and case studies
- Modified product-led growth (PLG) strategy for a B2C product, helping drive a **30% increase** in trial-to-paid conversion rates
- Led MPS' presence at the Frankfurt Book Fair, leading booth design, speaker presentations, & lead capturing, yielding **50+ leads**

Product Marketing:

- Devised & implemented a Go-To-Market (GTM) strategy targeting a market with a **total addressable market (TAM) size of \$9.6mn**
 - Generated opportunity worth **\$240k in Annual Recurring Revenue (ARR)** by implementing **Account-Based Marketing (ABM)**
- Conducted an in-depth **market research** & did a competitor analysis to identify growth opportunities, resulting in a **4% growth in leads**
- Implemented a CSAT survey & organized a user group meeting to identify & solve customer pain points to **reduce churn rate by 12%**
- Created a repository (pitch decks, value calculator, etc.) for sales, resulting in a **15% increase in pipeline conversion from SQLs to RFPs**

Teach For India | Mumbai | Fellow (selectivity ~7%, 20,000+ applicants)

Jul'20 – Mar'22

Drove engagement for social media and directed fundraising success through strategic campaigns and community initiatives

- Selected in **'Transformational Impact Stories'** (top 5%) for demonstrating exemplar student outcomes in academics & extracurriculars
- Crowdfunded **₹5 lacs** by prospecting 100+ high-net-worth TFI alumni & executing targeted email marketing & social media campaigns
- Engaged **200+ final-year college students** by organizing & leading 4 impactful webinars, successfully convincing multiple students to apply to Teach For India
- Launched & managed the Insta handle of my school, **gaining 5k+ followers** in 1 year & recording an **average engagement rate of 7.5%**

Tata ClassEdge | Mumbai | Learning Design Manager

May'19 – Jul'20

Designed & curated targeted product marketing strategies for the K12 segment, improving adoption, engagement, and retention

- Collaborated with sales, CSM, & product teams to create impactful product demos, improving **deal closure by 30%** & faster sales cycles
- Ideated & created a sandbox for a **value-based computer science product** by working with the **Chief Product Head** (market size ₹20Cr)
- Leveraged customer feedback to refine product features, achieving a 10% reduction in churn & **higher customer satisfaction**
- Conducted market research & competitive analysis to identify key opportunities, contributing to a **5% increase in pipeline value**
- Created engaging content, including infographics and videos, for product marketing mailers, resulting in a **20% increase in open rates** and improved engagement with target audiences

Next Education India Pvt. Ltd. | Hyderabad | Academic Leadership Program – Associate

Jun'18 – May'19

*Developed and executed product marketing strategies for cutting-edge education tools, driving adoption and usage in **1000+ schools***

- Developed a GTM strategy for a new product, positioning it as 'value edition'; generated **revenue of ₹1 Cr+** within 1 year of launch
- Onboarded **3 new schools**, impacting **2000+ students**, by presenting our premier computer product, Computer Masti, in sales demos
- Surveyed **20+ teachers** and analysed data of **600+ students** to identify the need of a **product-based training intervention** for teachers
 - Designed and launched an online course for **100+ teachers** to address their pain points; & provide a positive **customer experience**
- Analyzed user behaviour and feedback to identify adoption barriers, resulting in a **16% reduction in customer onboarding time**
- Increased **direct sales** by devising a **sales pitch** for **50+ salespeople** to better communicate the offerings of our computer product

EDUCATION**Indian School of Business (ISB)** | PGP | Majors: Marketing and Public Policy

Apr'22 – Mar'23

- **Winner (1/1600+) Gestalt, Marketing Competition:** Devised a **growth roadmap & GTM strategy** to grow a **corporate B2B SaaS firm**
- **Pro bono Consultant, Ed-tech start-up (Team of 5):** Prepared a **pricing plan** and **promotion strategy** to improve branding & drive sales
 - **Projected revenues of ₹40mn** for the next 3 years through competitor analysis; devised a marketing plan to enrol new students
- Awarded **PGPMAX2012 Scholarship** (1/865 students) of **₹5 lacs** for exemplary work in the social sector, impacting **500+ students**

VE SIT, Mumbai University | Bachelor of Engineering – Electronics

Aug'14 – Jun'18

- **Intern, Reliance Industries Ltd.:** Worked with the data science team to predict warehouse demand & reduce losses Dec'17 – Feb'18

OTHER ACHIEVEMENTS AND PERSONAL INTERESTS

- Completed **3 half-marathons** under 2 hours each; finished in the **top 5% (~30/500)** in Navi Mumbai's Half Marathon, 2019
- Semi-trained **flautist** with **20+ performances** at college and community-level; passed level-I **Hindustani classical exam** with **distinction**
- Passionate about reading (mythology) & writing; awarded a **silver medal** (15/2000+) in **national-level** essay writing competition, Drishti

KEY SKILLS

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|-------------------|-----------------------|----------------------|---------------------|---------------|-------|
| • Lead generation | • Marketing analytics | • Brand strategy | • Content marketing | • SEO and SEM | • Ads |
| • Product launch | • Marketing funnel | • Customer obsession | • Inbound marketing | • Retention | • CRM |