

Results-driven digital marketing professional with 12+ years of experience crafting and executing comprehensive marketing strategies for startups and enterprise companies. Expertise in SEO content strategy, content marketing, affiliate marketing, social media marketing (organic and paid), influencer marketing, strategic outreach, and digital partnerships.

Key skills

SEO - Keyword research & competitive analysis - On-page and off-page content strategy - Non-branded keyword ranking strategies - A/B testing - Tools- GA, SEMrush, keyword planner, Ahrefs, Moz	Social media marketing - Organic social media strategy & content planning - Paid social media campaigns (Facebook, Instagram) - Community management and audience engagement - Social media analytics and performance optimisation - Tools: Mention, Hootsuite, Buffer, platform-specific analytics	Influencer marketing - Influencer identification& partnership development - Campaign strategy & execution management - Performance tracking and ROI measurement - Brand collaboration and content amplification - Tools- Brandwatch, HypeAuditor & Social Blade	Content marketing & strategy - Content strategy development & editorial planning - Video content strategy and production oversight - AI-powered content production systems - Multi-channel content distribution & amplification - Tools- Google Analytics & SimilarWeb - Project : Trello, Asana, Jira - Other AI tools like Claude, Jasper, Perplexity & more
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Education

- BA Journalism and Communication Studies [Manipal University, Udupi, Karnataka] | 2009 - 2012.
- Mastering Digital Marketing in AI World Programme [London Business School] | Feb 2025 - May 2025

Work Experience

Current- Independent work
December 2023 - Current

Co-creator- Developing an industry-first discussion forum and chatbot for maritime sailors. The platform leverages user-generated content and generative AI to solve technical queries and enhance knowledge sharing. Focuses on improving onboard troubleshooting by providing quick, AI-driven solutions tailored to maritime challenges.

Lead, Web business - Bajaj Finserv
January 2022 - October 2023

Developed and led multi-channel digital marketing strategy including SEO content, video production, digital partnerships, and influencer marketing. Oversaw customer engagement and growth campaigns for Home Loan, co-branded cards, and Insta EMI card, managing integrated teams of in-house marketers, freelancers, and agency partners to achieve business objectives.

Key achievements

- Improved search rankings for Insta EMI card non-branded keywords, driving 13% increase in organic traffic through SEO optimisation
- Achieved a sustained 7% CTR increase for home loan business through strategic meta title/description optimization
- Successfully launched 100+ product pages for loans and cards, improving digital product discovery and user experience
- Influencer campaigns led to 20% follower growth, 25% improved engagement across Instagram & Facebook, resulting in 25% increase in high-intent qualified traffic
- Built scalable content production system using generative AI, streamlining workflows to achieve 60-70% cost savings for the marketing function

Senior manager, Growth & conversions, OYO Vacation Homes (Europe business)
April 2019- August 2021

Managed strategic partnership development for revenue generation, overseeing end-to-end campaigns across partner channels including social media, websites, email, mobile apps, and affiliate networks. Negotiated partnership agreements and pricing to ensure optimal campaign performance.

Key achievements

- Successfully onboarded 20+ partners and achieved €1M in gross revenue within 6 months
- Some noteworthy partners onboarded: American Express (Europe), Payback Gmbh (Germany), Cadooz (Germany), Bungalowspecials, Epay (Germany), MyWorld (denmakr) Pepper, (Netherlands), ICS cards. Lidl amongst others

Special projects: OYO Hotels and Homes (India)

- Launched travel blog section for OYO India website, driving 2-2.5% month-on-month organic traffic growth within 6 months
- Led content team of writers and SEO specialists to create and optimise product descriptions, FAQs, landing pages, and meta content, achieving 10-12% annual organic traffic growth
- Executed A/B testing initiative for product descriptions on listing pages across 2,000+ hotels, achieving 3% conversion lift and subsequent full-scale rollout across mobile app and web.
- Ideated and executed video campaigns generating 2M+ average views across YouTube and Facebook platforms, driving brand awareness and upper-funnel engagement
- Executed cost-effective 6-month micro-influencer campaign for OYO Hotels and Homes, driving 200,000+ app installs with 10% lower cost-per-install than paid channels
- Implemented mobile app gamification strategy driving 25,000+ additional unique clicks per month over 8-month period

Manager, Content marketing & viral marketing - All India Professional Congress December 2017- January 2019

- Strategised and executed social media campaigns across X (twitter), Facebook, and LinkedIn to drive engagement and membership.
- Witnessed 70 % lift in user engagement across digital platforms: Twitter, Facebook, and LinkedIn, leading to a 40% increase in organizational membership
- Oversaw visibility across digital version of platforms like TOI, Daily O, Print, HT, India Express and more under the socio- political sections

Consultant, Digital Marketing, Healthsignz September 2016 - November 2017

- Social Media: Strategised, executed and scaled-up social media channels (organic). Consistent campaigns led to 200k users on Facebook.
- Outreach: Led content strategy and bloggers' outreach campaigns that eventually led to a 10 % increase in app installs

Senior executive, Marketing & PR content, 1mg.com July 2013 - August 2016

- App Launch & Marketing: Supported the co-founding team in executing end-to-end launch to garner visibility across all social media platforms and media platforms - online, print, and TV. Closely worked with the marketing head & shadowed him for multi-channel visibility
- Social Media: Executed hero campaigns and hub content strategy on Facebook and Twitter from the scratch, aiming to build a follower base and engagement
- PR & content management: Created content pegs revolving around product and brand, to garner nationwide coverage on all leading papers like TOI, HT, Mint, BS, and start-up-focused online channels and TV channels.
- SEO Web content: Executed web content strategy to increase organic traffic, which eventually saw a lift of 30% on top 500 keywords
- CRM content: Plan and implement campaigns and content for emailers, app notifications, and brochures/marketing collaterals

Crisis Management : (National level strike by AIOCD against e-pharmacies)

- Proactively initiated content on behalf of the leadership team to respond to media queries, ensuring timely and consistent communication
- Generated quick and powerful awareness campaigns for social media and CRM, to maintain positive brand image

Account executive, Vox Public relations, New Delhi June 2012 - May 2013

- Social Media and content management for Nimbuzz and Jabra
- Bloggers outreach for Nimbuzz: Focused on App reviews & brand mentions on blogging sites and online portal
- Supported in execution of digital reviews enhancement for the new product line of Jabra

Independent projects

- Executed the media launch of a sports start-up Bookmysports, co-founded by Harbhajan Singh
- Ghostwriter for Dr. Marcus Ranney, Co-founder Human edge- 2021 and Dr. Soumitro Chakraborty- Social Entrepreneur- 2017

References available upon request*