



## CONTACT

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## EDUCATION

### B.Tech (Electronics)

IIIT Bhubaneswar  
2017-2021

### 10+2 (Science)

Krishna Public School, Raipur  
2015-2017

## SKILLS

### PROFESSIONAL

Problem solving  
Communication  
Team Management  
Leadership

### CERTIFICATIONS



### RECOMMENDATIONS



# DHAIRYA MEHTA

DIRECTOR - MARKETING

## PROFILE

Creative & data-driven marketing enthusiast having **2+ years** of experience. **Won 7 awards and worked with 7 organizations** in **digital marketing, marketing analytics & product marketing**. Skilled at building digital marketing strategies & practising across different channels, optimizing them using data analysis, marketing campaigns & marketing insights.

### Founded The Lockdown Story in College:

**27K+ Web Visits | Community of 50+ People from 6 countries | 4.5K+ Podcast Listeners | 350+ Stories Covered | 6.5k+ YouTube Views**

## EXPERIENCE

### DIRECTOR - MARKETING

#### Testbook | Dec'20 - Present

Current Role includes managing **4+ Growth Verticals** and a **team of 9**

- **Growth Marketing & Automation:** Comms team efficiency increased by 3x | Revenue hacks using Freemium Product - Eliminated need for manpower and increased views by 19% | Campaign automation - CTR up by 57% | Daily class notification auto-posting | Channels hygiene & rulebook, triggers on low performing campaigns.
- **Category Marketing:** GTM | Creative/Brand Ads | Launch (60K+ Views) | Funnel Growth (3% CVR) | User & Market Research | Multi-channel Inventory | Lead & Sales Cycle | 0 to 1 Cr Category in 5 months.
- **Influencer Marketing:** Influencer revenue jump by 1.7x in 4 months | Completed playbooks, set up processes | Acquired Power YouTube Influencers | Scaled the no. of videos & influencers MoM by 50% & 35%
- **E-commerce Product Marketing:** Amazon Bestseller #2 | Started from 0 to 100K+ copies sold | Marketplace & Inventory management | Influencer, Video, Amazon Ad | Pre-booking landing page (MVP - 3% CVR, 100K+ Visit, 1500+ Txns) | E-commerce Website (60K MAU organic)
- **Referral Marketing:** Increased Referral Contribution by 2x | 33% Increase in New Referrers | 20% Increase in Viral Coefficient | 2.5x Increase in ROI
- **Retention Engine:** Built multi-channel customer journeys to engage and nudge users to do core activities increasing the user Lifecycle. App Install campaign | Newsletter | Pre-purchase & Post-purchase Journeys (Push, WhatsApp, SMS, E-mail)

\*Joined internship in Dec'20 & Converted to Manager in Jun'21

## SKILLS

### TECHNICAL

Marketing Strategy  
Marketing Automation  
Marketing CRM  
Data Studio  
Lead Gen, Sales Cycle & CRO  
SEM/SEO  
ICs/E-mail/SMS/WhatsApp  
Web Analytics  
E-commerce Marketing  
Influencer Marketing  
Copywriting  
Product Marketing  
No-code App Development  
Funnel Strengthening through Journeys  
GTM

## ACHIEVEMENTS

- Google's Top Marketer in Google Online Marketing Challenge 2020 (Team Leader)
- World Rank 11 in International Digital Marketing Challenge by Purdue University.
- 2 times Emerging Leader of the Quarter (Testbook)
- Star Performer of the Quarter Q2 2021-22 (Testbook)
- National finalist in Product Marketing Challenge by Testbook.
- Top 5 Yes fellows in Media for Change Fellowship by YES Bank.

## EXPERIENCE

### DIGITAL MARKETING INTERN (TEAM LEAD)

#### Good Neighbors Australia | May'20 - Dec'20

- Led the **Digital Marketing of the organization** and managed the **Interns** in Digital Marketing.
- Set up **Web Analytics, Attribution, and Conversion tracking, and created Dashboards & Visualizations** from scratch to visualize **traffic & donation data** across all digital channels
- By analyzing data and inferring insights, optimized the digital efforts which led to a boost in **Web traffic by 25%** and **conversions went up by 180%**
- Managed the **Paid search advertising** of the organization with a budget of **\$19K for 2 months** under Google Ad Grants Challenge. This led to the **contribution of 83% from 50%** in the total Web traffic.

MORE EXPERIENCES 

## SWOT ANALYSIS

<b>S</b>	<ul style="list-style-type: none"><li>- Multiple International awards on Strategy based Marketing Challenges</li><li>- Spent ₹15 Lakhs worth in Search Ads with promising results</li><li>- Generalist Marketing roles in multiple organizations (Multiple Projects at a time)</li></ul>	<ul style="list-style-type: none"><li>- End-to-End E-commerce Marketing which led to Amazon Marketplace Bestseller #2</li><li>- Data Visualization, Reporting, Optimization</li><li>- Marketing Automation &amp; Growth Marketing</li><li>- Intern to Managerial Position in 6 months</li><li>- Positive Results &amp; Learnings in all projects</li></ul>
<b>W</b>	<ul style="list-style-type: none"><li>- Inability to ideate/brainstorm with a large group</li></ul>	<ul style="list-style-type: none"><li>- Disorganized at times when the projects are less</li></ul>
<b>O</b>	<ul style="list-style-type: none"><li>- Growing content creators is an opportunity for Businesses &amp; experienced talents</li><li>- Tools/Scripts to automate daily execution and marketing operations is an opportunity for devoting more time in building businesses</li></ul>	<ul style="list-style-type: none"><li>- Granular analysis of all data-points can help in identifying most impactful opportunity</li><li>- New technologies that simplify marketing</li><li>- Ownership of complete digital marketing of a Brand</li></ul>
<b>T</b>	<ul style="list-style-type: none"><li>- Over-dependency on a channel or a specific Product in Marketing</li></ul>	<ul style="list-style-type: none"><li>- Over-work hampering the brainstorming, innovation &amp; creativity</li></ul>

\*All the references are hyperlinked with relevant website/certificate.