



CONTACT

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- Mumbai, MH

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

DIGITAL MARKETING MANAGER

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

DIGITAL MARKETING MANAGER

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

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

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