

Content Marketer | Digital Consultant | Growth Hacker

Seeking New Opportunities

20 years of versatile experience across Content Marketing, Digital Marketing Operations, Entrepreneurship, Management Consulting, Outsourcing and Information Technology domain with global experience in working in 3 different regions: North America, Europe and India.

My most recent experience has been as a **Chief Marketing Officer** at **Fossbytes Media**, where I have been involved in developing marketing and business strategies to help increase website traffic, revenue and develop new business verticals.

I have worked with brands like **Time Inc.**, **Accenture**, and **American Express** where I managed marketing operations initiatives, implemented digital strategies and also set up high-performance business teams.

My *entrepreneurial experience* includes starting and running three start-up initiatives in the field of **technology, media, and consulting**. As an experienced leader, I believe in inspiring teams through fostering a culture of excellence combined with collaboration to serve clients with quality service that helps them achieve their business goals.

I am confident that I can bring this level of success and expertise with me to your company and add measurable value. I look forward to meeting with you to discuss my application further.

Thank you for your time and consideration.

Yours sincerely,

Gurinder Khera

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20 years of versatile experience across Content Marketing, Digital Marketing Operations, Entrepreneurship, Management Consulting, Outsourcing and Information Technology domain with global experience in working in 3 different regions - North America, Europe and India. Key strengths:

- **PRINCE2® certified**
- **Certified ScrumMaster® (CSM)**
- **ITIL® Certified**
- **Lean Six Sigma**
- **Digital Consulting**
- **Content Marketing**
- **Managing Diverse Teams**
- **Serial Entrepreneur**

Professional Experience & Achievements

Chief Marketing Officer Feb 2020 – July 2020

Fossbytes Media, New Delhi NCR, India

- Set strategic goals related to editorial, content management, social media, video and SEO (search engine optimization) initiatives.
- Created and propagated an enthusiastic brand message that will resonate with the target demographic.
- Collaborated with teams and conducted thorough competitor analysis and documented gaps for improvement.
- Organized and set up a pool of international content developers and marketers that can help scale the brand, increase website visitors and help in audience reach.

Founder June 2018 – Jan 2020

Vidzet Media, New Delhi NCR, India

Created and developed text and multimedia (audio/video/graphics) content for customer stories, internal company announcement and external promotional campaigns. Planned and executed all content and digital marketing initiatives, including SEO/SEM, marketing database, email, social media and display advertising campaigns.

Managed front and back end web developers as well as work with hosting partners and third-party developers to ensure technical & product quality, and efficient use of resources. Measured and reported performance of all digital marketing campaigns, project deliverables and assess against goals (ROI and KPIs).

Associate Director (International Business Development) April 2018- June 2018

Gen Y Medium, Hyderabad, India

Prospected for potential new clients and turn leads into a robust pipeline of new opportunities promoting the organization's products and services.

Presented new products and services to enhance existing relationships in an attempt to increase their current spend.

Worked closely with the co-founders to plan business objectives, develop organizational policies, coordinate business opportunities between the various entities and establish responsibilities and procedures for attaining the agreed objectives.

Head of AD Operations July 2016 – March 2018

Time Inc, Bangalore, Karnataka, India

Managed a team of 20 talented media professionals to deliver best in class digital and print solutions to the USA and European markets.

End-to-end management throughout the Print and Digital project life cycle from client briefing, initial scoping and development – to final delivery and integration.

Head of Marketing Operations Sep 2012 - July 2016

Accenture India Pvt Ltd, Mumbai, Maharashtra, India

Worked in the US, Europe and India to serve clients like P&G, UBS Switzerland and Facebook.

Project Management of digital initiatives i.e. managing day-to-day delivery and operational aspects of Digital/ New Media projects.

Founder April 2010– June 2012

Small Business Pool LLC, Toronto, Ontario, Canada

Managed complete digital marketing campaigns including Social Media Marketing (SMM), Search engine Optimization (SEO), Search Engine Marketing (SEM), Online Reputation Management (ORM), Email Marketing Automation and Content Management.

Online Marketing Executive May. 2008- Jan 2010

Mainstream Advertising, Los Angeles, California, USA

Ongoing development and deployment of fresh marketing creative, affiliate communications such as Newsletters and blog posts, offers, affiliate payments, and dispute resolution.

Managed various online marketing, SEO & SEM campaigns.

Project Coordinator (e-learning) April. 2006 – Feb. 2008

NIIT Ltd, New Delhi, India

Managed complete eLearning project life cycle- initiation, planning, scheduling and monitoring.

Conducting periodic PMO analyses on the effectiveness of project support activity.

Associate Project Manager (new media & publishing) Aug 2004 – April 2006

Techbooks International Pvt Ltd, New Delhi, India

Managed digital composition and publishing projects for the UK/USA market - Journals and Books

Managing, defining and maintaining Project standards/ metrics for day-to-day composition and typesetting projects.

Customer Service July 2001 – July 2004

American Express (India) Pvt Ltd, New Delhi, India

Offering on-call customer service to client accounts like IBM, Microsoft and Cisco, and ensuring high satisfaction levels for corporate card members in compliance with the organization's standards.

Education

ITIL® Foundation - from AXELOS, India– 2018.

Certified ScrumMaster® (CSM) from Scrum Alliance - 2017.

Leadership in 21st Century Organizations from University of Copenhagen, Online - 2017.

Prince2 foundation and practitioner from AXELOS, India– 2016.

Certificate in Film & TV Production from Los Angeles City College, (USA) – 2008-2009.

B.A. from Sri Venkateshwara College, Delhi University, New Delhi (INDIA) in 2002.

Honors Diploma in Web-centric Computing from NIIT, Kolkata (INDIA) in 2001.