

ACADEMIC QUALIFICATION

Year	Institute/School	Course/Board	Percentage/CGPA
2015	IIM Raipur	PGP	6.84
2008	JNTU, Ananthapur	ECE	72.57

WORK EXPERIENCE

<p>WorkIndia Nov 2019 - Present</p>	<p>Paid Advertising</p> <ul style="list-style-type: none"> ▪ Handling Employer and Job Seeker Acquisition for WorkIndia website and WorkIndia Recruiter App and WorkIndia Job Search App through Google Ads, Facebook Ads, TikTok Ads and Other Ad Networks. ▪ Managed a budget of 2.5 Crore a Month, to drive acquisition of 1 Lakh Employers a month. ▪ Created Keyword Templates based on the most converting search terms to generate a repository of Keywords to be used in Google Search Ads to drive employer acquisition across all the cities. ▪ Doubled Conversion Rate and Click Through Rare by optimizing campaigns to serve best performing Ads and Keywords and reducing unnecessary and irrelevant spend. ▪ Saved close to 1.5 Lakh per Month on acquiring Job Seekers by optimizing campaigns to drive more in-app actions and channel and city split <p>Search Engine Optimization</p> <ul style="list-style-type: none"> ▪ Adjusted URL Structure as per the search terms and implemented Bread Crumbs. ▪ Used Google Indexing API to index new jobs on WorkIndia website and Job Listing Schema to feature on Google Rich Snippets. ▪ Created City Wise Job Listing and Job Post Pages for Popular Cities, which started raking higher than home page for relevant brand related searches. <p>Analytics</p> <ul style="list-style-type: none"> ▪ Created city wise metrics for employer acquisition cost and payback split between Website and App to arrive at optimal cost per acquisition across different channels.
<p>AltiSource Feb 2019 – Nov 2019</p>	<p>Marketo</p> <ul style="list-style-type: none"> ▪ Created a custom lead scoring based on behavioral scoring and demographic scoring. ▪ Built a custom subscription center to be updated based on the subscription center, we have built on the product. ▪ Worked on IP Warming for new IP Address for both Owners and Hubzu work-spaces in Marketo. ▪ Worked with creative team to create a master template to be reused for all transactional emails. ▪ Built tokens for the most complex emails to customize the content as per the JSON request for each individual for all the emails. ▪ Drafted a Lead nurturing strategy to engage customers for about 10 - 12 weeks based on their engagement and buyer life cycle. <p>Search Engine Marketing</p> <ul style="list-style-type: none"> ▪ Conceptualized uploading offline conversions between Bing Ads and Salesforce through an API. ▪ Conceptualized uploading target Zip codes for all the campaigns based on the Market and active Zip Codes through an API for both Google Ads and Bing Ads. ▪ Conceptualized uploading close to 3M+ Keywords to Campaigns based on 30 template combinations to create Keywords into campaigns. <p>Referral Marketing</p> <ul style="list-style-type: none"> ▪ Conceptualized duplicate leads tracking mechanism to identify and reconcile duplicate leads flowing-in through referral channels. ▪ Created a master feed and hosted on Feedonomics to reduce the dependency on tech team to create a new feed every time we need to onboard a new vendor.
<p>Amazon July 2016 – Feb 2019</p>	<p>Analytics</p>

	<ul style="list-style-type: none"> Created templates to automate optimization techniques we implement to increase the productivity of the team. Worked on Prioritization Model to help us reach out to Advertisers based on metrics rather than First Come First Serve Model. Automated Weekly reporting dashboards using SQL and Excel Macros to save effort up to 1.5 Full Time Resources. Responsible for any data related queries and SQL queries in the team. Point of contact Weekly Business Reviews for the entire Optimization team. Gave inputs cluster advertisers using K-Means cluster and send Email notifications to advertisers based on Product Knowledge and Engagement of advertisers. <p>Product Management</p> <ul style="list-style-type: none"> Implemented Salesforce to track team's activities effectively on Salesforce rather than on Excel sheets. Implemented automated Case assignment for users in Salesforce, to reduce manual assignment of cases, which has the potential to save up to one Full time resource effort. Scoping and prioritizing all Salesforce and Data requirements for worldwide teams. <p>Marketing</p> <ul style="list-style-type: none"> Drive Sponsored Products campaign optimization for Sellers on Amazon.
<p>Babajob May 2015 – March 2016</p>	<p>Marketing Analytics</p> <ul style="list-style-type: none"> Good Knowledge on SPSS and statistics. Helping team to make data driven decisions by providing customer insights. Responsible for all the data related queries and tracking down the funnel for Job Seekers from Acquisition to Hires. <p>Digital Marketing</p> <ul style="list-style-type: none"> Achieved Job Seeker Growth of more than 30% every month since June. Responsible for Google AdWords Campaigns to increase the Click Through Rates and also Conversions Knowledge on SEO. Worked on improving Site Hygiene like identifying Patterns for Duplicate Title and Meta Description Tags, 404 Errors. Worked on framing a URL Structure strategy and Content strategy for SEO <p>Marketing Automation</p> <ul style="list-style-type: none"> Have been working on setting up Marketo for all our Email Communication, Tracking Pre-Requisites of Sync with Salesforce. Defining of Architecture flow for interactions between Marketo, Salesforce and Product Database. <p>Product Management</p> <ul style="list-style-type: none"> Driving integration of Salesforce with babajob.com Website Understanding pain points of internal teams and help them with appropriate Tools in Admin page Understanding the process flow of all teams using Salesforce to drive Salesforce implementation
<p>Cognizant Technology Solutions Jan 2019 – Jun 2012</p>	<ul style="list-style-type: none"> Automated the Change Management Record and Incidence Management Record, which helps in monitoring and in turn helps in adhering Service Level Agreement. This tool eliminates a dedicated person for this job and saved around 10 Man days per month to the organization. Responsible for WPF technical related issues in the whole 50 member team.
CERTIFICATIONS	
NVIDIA	<ul style="list-style-type: none"> Fundamentals Of Deep Learning For Computer Vision
ACHIEVEMENTS	
<ul style="list-style-type: none"> Co-authored case study, Royal Enfield: Reviving the Brand published in International publication, Emerald Insight 2013. 	