

PRIYAM SINGH KUSHWAHA

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PROFILE

Ambitious and detail-oriented Growth Marketeer and an aspiring Product Management professional with 2 years of experience in developing and executing growth strategies to drive user acquisition, engagement, and retention. Proven ability to collaborate with cross-functional teams to launch innovative products and optimize marketing campaigns through data-driven insights. Committed to continuous learning and delivering value to customers and stakeholders. Seeking a dynamic role to leverage my skills in driving product success and organizational growth.

EDUCATION

MBA (Marketing | International Business)
Chandigarh University
8.63 cgpa | 2020- 2022

Bachelors in Commerce
Awadh Girls PG College, Lucknow
57.9% | 2017-2020

EMPLOYEMENT

Assistant Product Manager- Growth

THE MILLING CO. (CHAKKIWALE), Bangalore,

Jan2024- Present

- Developed and implemented comprehensive growth strategies to drive user acquisition, engagement, and retention, achieving a 60% increase in margins through targeted marketing campaigns and customer-centric programs.
- Conducted in-depth market research to identify customer needs, preferences, and trends, along with retail growth research for expansion in product and stores.
- Mapped customer journeys and established tracking mechanisms to continually enhance the performance of automated campaigns. Implemented systems to monitor user behavior and campaign outcomes. Gathered and integrated customer feedback to continually improve product offerings and overall customer experience.
- Tracked, measured, and analyzed campaign performance to uncover growth opportunities and optimize marketing efforts, resulting in a 25% increase in engagement rates.
- Planned and executed CRM campaigns using CleverTap and, managing end to end campaign execution for emails, and SMS, which led to a 30% increase in campaign effectiveness and track key metrics such as CTR, CAC, and more.
- Led the social media launch of new products, including live-milled flours, millets, oils, and spices, guiding them from concept to market introduction.
- Ideating and developing growth prospects through strategic partnerships and the introduction of quick commerce solutions for Chakkiwale.
- Collaborated on New Product Development initiatives to expand product verticals with a strong focus on customer-centric approaches.
- Developed and analyzed user journey and lifecycle data to identify growth opportunities and address pain points, enhancing customer experience through A/B testing and continuous campaign optimization. Documented insights and applied continuous improvements.
- Introduced loyalty programs, bundle customization, and enhanced in-store experiences, leading social media and digital campaigns, which resulted in a 34% increase in Average Order Value.
- Worked collaboratively with marketing, sales, supply chain, and R&D teams along with founders to ensure alignment and successful execution of growth initiatives.

Marketing Specialist,

XIAOMI INDIA, Bangalore

March2022 -Sept2023

2. Growth Marketing Specialist (Market Research and ROI)

(Dec 22- Sept23)

- Generated and analyzed reports that track marketing progress and ROI on key initiatives. Created and evaluated various brand campaigns and product launch reports.
- Conducted market research on 5G in India, TWS audio category and for influencer marketing.
- Assisted social media team in setting KPIs and target metrics for social media and achieved overall 55% increase in SOV% and 4% increase follower growth for Redmi and Xiaomi across social platforms.
- Co-ordinated with various internal teams like Design, Digital, PR, Social, Brand, ATL, etc on various key metrics and other campaign deliverables.
- Collect quantitative and qualitative data from marketing campaigns and conduct market analysis and research in coordination with agency support. Overall market share has been increased by 10% with market research.

1.Social Media Specialist (Social media marketing + Listening, health and analytics)

(March22-Dec22)

- Ideation, creation, and execution of content IP, as well as maintaining its timeliness and optimization for Redmi and Xiaomi India profiles across channels.
- Lead Social Media Analytics by utilizing social media marketing tools such as Meltwater, Meta suit and Google analytics.
- Successfully drove the execution of 6 Redmi smartphone launches, leading 2 Sales campaigns on social media and playing a pivotal role in the coordination and execution of an additional 2 Sales campaigns in collaboration with the GTM, category, and e-commerce team, resulting in a trending impact on social media for a day.
- Ideated, assisted and executed 5 different brand campaigns (5G series, Make in India, Diwali with Mi, Redmi K50i Rap song and Pride month) with brand team that trended on social media platforms and achieving in increase in 15% brand engagement.
- Single-handedly launched 2 new platforms and grew a following of over1+million in just 2 months on Josh by executing consistent posting strategies resulting to a 20% increase in brand awareness.
- Communicated with finance team for monthly accruals, PO raise and agreement closures using SAP.
- Strategize month on month social media calendar and KPIs.
- Monitored market competition and trends, tracking the social media accounts across channels.

Social Media Marketing intern,

TBH CIRCLE,

June2021-July 2021

- To manage and analyze the Facebook brand page of TBH Circle.
- Designed and successfully presented social media campaign ideas.
- Developed a podcast structure for TBH Circle by incorporating a concept note, features and include key note speakers.
- Planned monthly and daily social media calendar with various content buckets.
- Assisted in hosting 3 online marketing events and 2 internal employee events

Digital Marketing Intern,

FASAL, Bangalore,

June2019-July 2019

- Created and uploaded various content format to different social media accounts of FASAL.
- Manage and increase social media followers by developing high impactful creatives.
- Able to grow the overall social media presence for FASAL on Facebook, Twitter and Instagram by 3%.

SKILLS

- Growth Strategy
- New Product Development
- Customer acquisition/ retention
- Product marketing, launch and analytics
- Data analysis & A/B Testing
- KPI and ROI management
- Project Management
- Market Research and Analytics
- Consumer insights
- Reporting and Documentation
- Brand marketing
- Campaign management and execution
- Social Media Management, analytics and listening
- Content creation and copywriting
- CRM
- Digital Marketing (Paid ads/Campaigns, PPC, Funnel, Media)
- Industry / Competition Analysis
- Vendor Management

Soft skills

- Cross functional collaboration
- Customer focus
- Adaptability
- Time management
- Organization, prioritizing and multi-tasking
- Teamwork

Tools

- Meltwater and Clevertap
- Google analytics
- Adobe Express, Photoshop, Firefly
- Miro
- Canva
- PowerBI
- Social media channels (Facebook, Instagram, Youtube, Twitter{X}, LinkedIn)
- Google docs, sheets and ppt
- Microsoft office suite

ACCOMPOLISHMENTS / INITIATIVES

- Received 1 place in PROWIBO INNOVATIVE BUSINESS IDEA COMPETITION (2018)
- Launching Nova Net Labs; a print-on-demand site for apparel and accessories
- Launched The Margarita Girl beauty blog/website from 2020-2021. Articles on product reviews and daily beauty trend.

CERTIFICATES

- Digital Marketing Certification from IBM Associated
- Product Management Fundamentals from The Product Folks
- Foundations of Project Management by Google on Coursera