

Ravneesh Dhaneshwar

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Experience: 17 years (India – Mumbai & New Delhi) & Singapore On the Brand Side and with agencies.

Growth Head | D2C | Ecommerce | Performance Management | Retention Management



NICOBAR



growthscouter

AMPM

TrackOmetrix
Big data toolbox for retail

PIXELANTIX



ORIGIN HAK
communications pvt. ltd.

webchutney fcuk

GUCCI

ADLABS

PROFESSIONAL SUMMARY

Executive leadership as a Growth Head Brand Advocate and Strategy Leader with a successful track record of driving overall revenue for D2C ecommerce. Specializing in acquiring new customers & retaining existing customers. Crafted strategy for segment marketing using advanced marketing automation tools. Managed cross border brand expansion for ecommerce brands. Over 17+ years' experience in being proficient in leveraging digital marketing, crafting brand positioning strategies, creative strategy, content strategy and performance marketing. Skilled in nurturing client relationships, managing new launches as well as planning and executing 360 marketing campaigns. Managed and scaled offline & Online brands across continents. Accomplished at developing and implementing successful media campaigns and high-impact product and service launches with a confident approach. Solid expertise in developing and rolling out creative communications strategies and programs, while assisting clients in navigating a rapidly changing media landscape. Experience in managing digital 1st brands in India and Singapore managing Fashion, health and nutrition, auto, gourmet & fintech and BFSI brands, entrepreneur experience with starting India's 1st vertical travel ad network called GoSindbad. Proficient at penetrating competitive and niche markets and meeting aggressive business objectives; adept at P&L management, creating metrics dashboard, budgeting, and revenue generation. Extensive background in team leadership

KEY EXPERTISE

Growth Hacker | P&L Ownership | Creative & Content roadmap | Strategic Planning/Analysis | Customer Retention Strategy - Clevertap / Webengage | Competitive Intelligence | Brand Strategy | D2C | Marketing Automation | Social Selling | Shopify | Content Strategy | Influencer Marketing | International ecommerce | Cross border selling | Ecommerce Industry Expertise | Budget planning | Product management | Email marketing | Consumer Insights | Brand Management | Performance campaign marketing – Facebook & Google | Agency Management & Goal setting

CAREER EXPERIENCE & ACHIEVEMENTS

ZARIIN.COM

Growth Head • Jan 2022 – Present

- Lead execution & manage the P&L and team for performance marketing, social media, marketplace, exhibitions & pop-ups and customer care. Drive data driven decision making deep dives on critical areas.
- Initiated cross border sales and customer acquisition.
- Responsible for Brand salience, Traffic growth, User growth, Acquisitions, Customers, digital marketing ROAS and efficiencies, new businesses growth, team engagement.
- SPOC for all marketing & technology processes.
- Lead technology innovation & ideation to test out concepts, drive scale-up of high impact of initiatives.
- Drive cost efficient top of the funnel campaigns, nurture middle funnel audience and conversion campaigns at the bottom of the funnel. Over see the entire cycle from planning, brief, content, creative, audience and campaign execution. to drive strong return on investment and efficient CAC
- Oversee creative execution for performance campaigns based on funnel stage, social media, Email, Whatsapp and website.
- Social selling deal creation, promotional planning and execution through the social media team – clocking ROAS 30X
- Manage Agency Relationships – Performance campaigns Agency, Marketing automation CleverTap, Google, Facebook, Mailmodo & Gupshup,
- Oversee revenue and expansion of 24+ Market places – Amazon, Nykaa, Flipkart, noon, Ogaan, Pernia's pop up, Jaypore etc Ashni & co, Ajo, Tata Cliq, Bonanza etc
- Customer retention using marketing automation Clevertap. Consistently retain return purchases of over 40%
- Customer segment creation based on shared attributes combined with behavioral data to deliver a personalized experience.
- Oversee clever tap & web engage journey setup, campaign execution and analytics
- Influencer marketing program with regional and category-based influencers.
- Strategy for new collection launches. Launched campaign for prospecting, retention and win back of dormant consumers.

PLIXLIFE.COM – Mumbai – Consultant

Growth Lead Aug 2021 to Jan 2022

- Marketing Strategy. Brand building and consumer engagement programs handling a team of over 30+ individuals in digital marketing, content, creative, videographers and influencer marketing.
- Manage Agency Relationships – Performance campaigns Agency, Marketing automation CleverTap, Google, Facebook, Mailmodo & Gupshup, Wati, Kensico
- Oversee performance marketing budgets of 2.5 crores per month & generate online revenues of 5+ crores per month and consistently scaling.

- Market place management – Amazon, Nykaa, Flipkart, Healthkart etc ROI range of 7 to 10X.
- Penetrated & scaled tier 2 markets with regional campaign's, content & influencers to deliver the highest ROI.
- Customer retention using marketing automation Clevertap. Consistently retain return purchases of over 40% plixlife customers and maintain LTV above industry standards. Launching personalization program.
- Scaled influencer program with regional and category-based influencers.
- Influencers contributed directly to revenue and have been instrumental in positive ROI.
- Strategy for new product launches. Launched campaign for prospecting, retention and win back of dormant consumers.
- Designed and launch soft engagement initiatives Fitmas 15day challenge, Green Friday closed group sales, nutritionist engagement for existing customers, cross & upsell programs.

NICOBAR – New Delhi (Remote) Consultant

Digital Lead May 2021 to July 2021

- Manage Digital P&L. Budget planning
 - New agency onboarding & transition planning .
 - Strategy & Digital marketing plan cross category for the domestic and international website
 - Performance campaigns - Facebook, Instagram & Google
 - Customer retention Strategy using marketing automation tool Webengage.
 - Designed and implemented BI dashboard to track category spend and marketing spend efficiency tracking.
 - International revenue growth from global website and premium marketplaces.
 - Design the product roadmap work on advocacy / loyalty program – Voyager
 - Launched the new Nicobar website
 - Setup daily reporting and campaign trackers
- Designed the product roadmap – Experience, Personalisation Retention, Creative, Pricing, Launch, Engagement, Digital assets, Community.

GROWTHSCOOTER – New Delhi

CEO • July 2020 – May 2021

- Manage a team of 20 +digital marketing & development professionals across to establish brands & bolster online sales for brand in Mumbai, Delhi, & Bangalore
- Our strength is strategy that extends beyond just brand management, ecommerce execution and B2B lead management.
- Built 360 full funnel agency. Streamlining, customer engagement, website development & management, social media, social campaigns, SEO, content development, creative execution and Drip marketing.
- Agency is listed as a “Preferred Facebook Marketing partner” campaign quality score is above 95% Won the campaigns mandate for 25+ businesses because of our brand and ecommerce strategy, weekly goal setting, comprehensive reporting and insight reports. Agency awarded expert status because of the quality of code and over 40 websites completed in 8 months.
- GS is known for launching and scaling brands in the premium, Niche, and luxury segment. We also excelled in marketplace management.
- Devise multi-channel retention, CRM strategies to personalize consumer journey and increase ROAS/ROI.
- Achieved resounding success during COVID19 by scaling brands online from Scratch. Trained team to marry brand sensibilities, advanced technologies and data mining.
- As a small agency we broke thru the clutter to work with brands promoted by Mr. Ratan Tata, Mrs. Madhu Ruia, Mrs. Ranjana Kanti, Ms. Anju Modi and a lot more

AMPM FASHIONS PVT LTD – Noida

VP Marketing • June 2019 – June 2021

- Hired the marketing and online customer support team and put process in place for efficiency and accountability.
- Spearheaded brand building strategy and digital marketing strategies to revive the brand and make it relevant. Established as brand with lineage & heritage.
- Increased revenue by 2700% from 3.5 lacs per month to 85+ lacs per month.
- Introduced influencer marketing with celebrities, Instagram & Youtube stars result was high volume organic traffic and sales.
- Implemented Micro Influencer program “AMPMLuxeCrew” to grow followers and appeal to a younger age group.
- Launched separate sites for US, UK and middle east markets to maximize sales.
- Market place management- Tata Cliq, Nykaa, Ogaan, Perniapopup shop, aashniandco,
- Migrated brand to Shopify resulting in increase in page views, reduction in bounce rate from 70% to less than 28%.
- Made social media engaging by launching Art-i-cu-ate, to make the brand stand out. By featuring successful artists, musicians, designers, stylists in an interactive vertical story telling video format.
- Initiated Digital PR with online articles in magazines, live events, blogs, podcasts, social media posts and online reviews. These digital contributed to 18% organic traffic and customer acquisition.
- Executed Google search and Google shopping.
- Transformed the design language of the brand.
- Developed consumer engagement program in a video & storytelling format “Art-i-culate” to communicate brand values.

TRACKOMETRIX (Pixelantix) – Singapore / India

Digital transformation Officer • June 2016– May 2019

- Recognition and personalization of customers in brick & Mortar retail stores.
- Process oriented product management. Implemented robust AB testing for MVP. omni channel approach to transition offline customers to online and visa versa to give them a superior brand and transaction experience.
- Product management and development using, custom hardware, microsoft Azure, tensor flow and propitiatory BI tools.
- Face and behavioral analytics using CCTV cameras. To know your customers intimately.
- Solved the challenge of recognizing 1st time Vs. repeat walking customers
- Track efficiency of online & sales campaign in driving footfalls to store sales using Face recognition and MIS data.
- Increase customer loyalty by over 35%
- Drove On boarding of top 5% of valuable customer by recognising repeat customers.
- Implemented CRM & Loyalty programs using RFM modeling & tracking NPS score.
- Rated by CIO review amongst the top 20 SaaS products
- Selected by OTP bank Hungary and Nestholm Finland to be part of the OTP fintech accelerator program.

PIXELANTIX – Singapore

COO • October 2013– April 2016

- Managed a team of 25 professionals specializing in digital marketing and website development
- Won digital marketing mandate for 17 brands including International Fashion brands , Home decor & lifestyle, accessories, health & wellness, Airlines, shipping and B2B brands.
- Won the mandate for Air Asia with a spend of over 1 million USD in 6 months.
- Set up CRM and loyalty program for AirAsia Singapore, Indonesia, Vietnam Thailand and Cambodia. To upsell and cross sell services and products to ticket buyers. 2 million emails a week and 5 languages.
- Setup campaign analytics & reporting for strategic recommendations and guidance..
- Managed MOFU campaigns (Email, SMS, WhatsApp, web push notifications) resulting in over 20% customer retention for brands and higher LTV
- Maintain various brands social media presence. and SEO.
- Set up agile process for performance management & development practices
- Ad creatives, email creatives digital marketing collateral's for over 30 brands

ORIGINHAK – Singapore

COO • August 2011 – August 2012

- Lead a team of 29 professionals in Singapore and grew the P&L.
- Lead the brand building and digital marketing strategy for social media, SEO, creative, content and website development.
- Oversaw creative execution & copy for digital marketing; including online, mobile, social, email, text, search, display, ads.
- Create, maintain and meet Goals and ROI for portfolio of marketing vehicles
- Form partnerships with content providers throughout the company and represents the Lead and manage all aspects of client digital marketing campaigns (including paid search, paid social, email marketing, display advertising, remarketing, social media, mobile, video and SEO).
- Led budget and resource planning utilization to manage maximum optimization.
- Develop and manage all CRM touch points including direct marketing, email marketing for retention and new customer referrals

SCINTILLUS GLOBAL – Singapore

Director Marketing • November 2019 – June 2011

- Own the development and execution of campaigns for key B2B and industry influencer marketing
- Worked with key stakeholders within the Marketing, Art, Sales, and Production departments to achieve campaign goals
- Translate brand marketing business objectives into effective media planning and activation/tactics
- Integrate digital media into overall communication plans (define portfolio strategy, recommendation, KPIs, tactics, execution, agency management, ensure alignment with overall media strategy)
- Part of the founding team and worked on fund raising efforts engaging with PWC Singapore.
- Facilitated strategic partnerships with Pininfarina, Will Alsop, RSP Architects, SMRT transport, CISCO etc

WEBCHUTNEY – Mumbai

Business Head • September 2007 – November 2008

- Business head and founding member India's 1st vertical travel adnetwork. - GoSindabad.
- Built a product by aggregating all advertising inventory across all travel portals (makemytrip, Yatra, iXigo, Travelocity, Cleartrip, TripAdvisor etc) delivering over 10 million unique impressions a month. spear headed digital marketing and performance pitches to blue chip and fortune 500 clients to run performance campaigns to one of the most premium audiences.
- Brought on board major fashion, lifestyle, auto and insurance brands running CPC and CPM campaigns.
- Strategically digital public relations initiative to raise awareness and generate leads.
- The network was profitable within a year and Went on to be acquired by CNBC capital 18 and was called Networkplay.

MURJANI (FCUK, Gucci, CK) – Mumbai

Marketing Manager • August 2006 – September 2007

- Developed launch and Brand Strategy for FCUK in India.
- Resulted in fastest growth and most covered brand in Mumbai, Delhi & Bangalore.
- Launched FCUK at Mumbai Fashion week with large celebrity attendance.
- Launched 12 outlets, and 8 shop in shops in a span of a year.
- Launch of Gucci Flag ship store,
- Managed agency relations and media planning, buying and celebrity endorsements for the group.
- Manage all digital marketing channels (website, blogs, emails and social media) to ensure brand consistency.
- B2B trade marketing to get Murjani group brands the maximum visibility in trade. Set and translate a vision for online marketing into a coherent digital marketing strategy for FCUK, GUCCI and Murjani Group

AGENCYFAQS – Mumbai

Regional Sales Manager • July 2005 – August 2006

- Set up the Mumbai office and hired the sales & marketing team for the west & South.
- Nurtured agency relationships from scratch to 10X revenue from west & South India.
- Created digital innovations to migrate 30 brands from tradition B2B marketing to B2B digital engagement.
- Designed and executed B2B connect programs.
- Converted offline clients to online clients with digital innovation and incentives.

ADLABS – Mumbai

Marketing Manager • June 2003 – June 2005

- Successfully set-up sales and marketing team.
- Rolled out:Loyalty program called FLIX for Adlabs and Midnight Matinee, page 3 event to promote the same.
- Designed & implemented IAEC (IMAX Adlabs Educators Connection) Program which resulted in over 50 Lacs of revenue, increased footfall by 50% covering 60,000 students and 900 schools in Mumbai.
- Supported brand plan of Adlabs Multiplexes by streamlining systems & process for Sales Team.Setup the office and team in Mumbai.

EDUCATION & PROFESSIONAL DEVELOPMENT

MBA- Masters Of Business Administration

Swami Vivekanand Subharti University

Graduation: Bachelor of Commerce (Hons)

OPJS University

Efficient Leadership Development

Leadership Management International – London

Nestholma – Fintech Bootcamp

OTP Bank (Fintech) Startup Accelerator Program

Wharton School Online – University of Pennsylvania

Customer Analytics

IIM Rohtak – Brand Building & Product management – Finishing Jan 2023

Certifications

Facebook | Google | Instagram | Twitter certifications |Hubspot