



Ravneesh Dhaneshwar

D2C Specialist | Growth Lead | P&L Owner | Digital Marketing Leader | Brand Building | Competitive Differentiation | High Impact Integrated Marketing | Customer retention & Loyalty | Marketing Automation Specialist | Thought Leadership | Alliance & Relationship

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India



Singapore



Education Qualifications



- Indian Institute Of Management Calcutta - Strategies for Business Leaders
- Indian Institute Of Management Rohtak - Brand & Product Management
- Leadership Management International - Efficient Leadership Development
- Swami Vivekanand Subharti University - Masters Of Business Administration
- OPJS University - Bachelor of Commerce Hons

Profile

Over 17+ years' experience managing & scaling brands. Executive leadership as a D2C Growth lead & Brand Advocate with a successful track record of driving overall revenue for D2C ecommerce. Sound Strategy knowledge in acquiring new customers and customer life cycle management using marketing automation. Proficient 7 in-depth knowledge of performance marketing, digital marketing tools, brand building frame works, content strategy based on type & funnel, managing large teams and vendor relationships. Successful track record scaling brands across marketplaces in India, UAE US & UK . Proficient at penetrating competitive and niche markets and meeting aggressive business objectives; adept at P&L management, creating metrics dashboard, budgeting and revenue generation.

KEY EXPERTISE

Growth Hacker | Data Driven | Strategic Planning/Analysis | Customer Retention Strategy - Clevertap / Webengage | Competitive Strategy } Strategic Business Planning | D2C | Marketing Automation | Business intelligence | Social Selling | Shopify | Content Strategy | Content Development } Influencer Marketing | 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

Earth Rhythm .COM – 8th Fastest Growing D2C Brand Director Growth • September 2022 – Present

- Manage the expansion P&L for Own website and marketplaces (15 market places) in India, UAE (Amazon + Noon) & United States (Amazon + Walmart). Have been able scale the business month on month by atleast 15% and been able to achieve over 91 % of targets.
- Lead team – Performance Marketing, Content, Affiliates, Alliance & Partnerships, Design, retention marketing & SEO.
- Oversee performance campaigns (FB + IG + Google) & affiliates. 2X turnover GMV & NMV
- Spear head customer retention using marketing automation. Got the entire retention platform, analytics and Journey live in **18 days**. Extensive experience in Clevertap, Webengage & Contlo. This included overseeing of the journey flows and customization using (Descriptive analytics, Predictive Analytics and Prescriptive Analytics).
- Manage monthly plan, Budget and sales initiatives to hit the desired GMV.
- Been able to optimize the system and fix drop off's by introducing efficient checkout flows and building a PWA to scale the brand
- Design strategic initiatives that are able to sustain growth & Sustain repeat purchase. Grew return customer rate by over 50% and reduce time between 1st & 2nd purchase from 64 days to 21 days will ideally settle at 15 days repeat purchase.
- Reduce RTO by 33% and Increase Prepaid by over 27%

- Influencer marketing program with regional and category-based influencers.
- Strategy for new product launches and new Market development. In the UAE market turned profitable in 4 months
- Responsible for Brand salience, Traffic growth, Acquisitions, Time Spent on site , digital marketing ROAS and efficiencies, new businesses growth, team engagement.

ZARIIN.COM

Growth Head • Jan 2022 – September 22

- 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.
- Responsible for Brand salience, Traffic growth, User growth, Acquisitions, Customers, digital marketing ROAS and efficiencies, new businesses growth, team engagement.
- SPOC for all Martech process
- 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. Be it statics, carousels, videos, GIFs, infographs, annotations, catalog management etc
- 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, Ajio, 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 (Remote) – Consulting Project

Growth Lead • Sept 2021 – Jan 22

- 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) Consulting Project

• June 2021 – August 2021

- Manage Digital P&L. Budget planning and new agency onboarding.
- 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 market places.
- 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, Perniapopshop, 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 proprietary 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 Nestholam Finland to be part of the OTP fintech accelerator program.

PIXELANTIX – Singapore

COO • September 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.

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.

SCINTILLUS GLOBAL – Singapore

Director Marketing • November 2009 – 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

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.

MURJANI (FCUK, Gucci, CK) – Mumbai

Marketing Manager • August 2006 – September 2007

- Developed launch and Brand Strategy for FCUK in India.

AGENCYFAQS – Mumbai

Regional Sales Manager • July 2005 – August 2006

- Converted offline clients to online clients with digital innovation and incentives.

ADLABS – Mumbai

Marketing Manager • June 2003 – June 2005

Certifications

Customer Analytics –

Wharton School Online – University of Pennsylvania
Facebook | Google | Instagram | Twitter certifications

Nestholma – Fintech Bootcamp

GA, OTP Bank (Fintech) Startup Accelerator Program