

Tarun Singh Chauhan

Marketing Lead



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Married



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Marketing Professional with 7.5 years of experience in new age companies and MNC's. Worked across Ecommerce, F&B industry & FMCG start up. Juggles between different roles Brand activation specialist for FMCG domain, 360 degree media strategy , planning and execution , brand management , digital marketing , revenue and growth lead, Alliances business , new product development . Currently working with a FMCG start-up consumer brand Licious as marketing and revenue lead. Launched Licious in 15 cities. Added revenue channels, opened offline flag ship stores and e-commerce market places (Swiggy, Amazon and Dunzo). Scaled revenue from 2 crores to 25 crore in last 7 months. Launched new categories like seafood,spreads, cold cuts, and eggs.



Skills

SAP
Clevertap
Power BI
Qlik
Excel
Metabase
Tableau
Branch



Work History

Marketing Lead

Licious

- Revenue and growth from own platforms [www.licious.in]
- E-commerce revenue growth Amazon, Swiggy , Dunzo,swiggy etc.
- Revenue from Offline Licious flagship store.
- G-T-M strategies - New city launches.
- Media planning: ATL , BTL & TTL.
- Brand management | Marketing | Customer engagement | Consumer activation Demand.
- Generation | Consumer experience | Alliances (BB & Amazon Now).
- Digital & Social - Communication & creative strategy.
- Product lifecycle management – Innovation.
- Range & category expansion planning.
- Coordination with Creative & content team.
- Agency management - Creative, Activation, Content.
- Handled media buying and performance marketing across Facebook, Google Ads & DV 360.
- App analytics and technical expertise with 3rd party platforms like Clevertap & Branch.
- Managed CRM activities to improve new customer acquisitions and retention.
- Improved CPI by 75% and CAC by 50% in a years' time with 3x scale in volume by making strategical changes.
- Managing Data,WBR,MBR and reportings of campaigns for performance improvement.
- Account Strategy and Execution for All Paid campaigns (Google, YouTube, Twitter, Facebook & Instagram).

City Marketing Manager

Milkbasket

- Selected as a super performer in category team in year 2021.
- Selected as a best, Milk basket and got chance to meet Actress Jacqueline Fernandez.
- Developing vendors For ATL & BTL marketing.
- Branding & Promotions in different markets.
- Society activation for promotion and branding.
- Customer interaction and their feedback.
- Cross functional department interaction regarding product and service.
- Society based sampling and welcome bag based sampling.
- Customer acquisition, driving sale, planning events.

Senior Marketing Executive

Dominos

- Rollout of new product / service features as per the aligned marketing calendar
- National launch planning and tracking business KPI's
- Managing Creative agency to deliver high quality creative output to the briefs
- Create internal campaign idea for launches, involving operations and training teams.
- Responsible for building Brand Connect and Excitement.

2020-01 - Current

2018-10 - 2020-01

2016-07 - 2018-10

2014-05 - 2016-06

Marketing Engineer

Monotech Engineers Pvt. Ltd

- Fetching tender document of EOT cranes, shearing machine & press brake machine
- Detail engineering, preparation of technical specifications and tender documents, review of contractors designs & specifications, RFI submissions
- Preparation of design & drawing documents, calculation sheet , BG , warranty certificate etc for client approval.
- Discussion with client for inspection schedule, erection & commissioning schedule, MOM & payment schedul



Education

Post Graduate Diploma: Digital Marketing & Analytics

IIM Rohtak

Post Graduate Diploma: International Business Management

Symbiosis University

Bachelor of Technology: Mechanical Engineering

Uttar Pradesh Technical University

2021-09 - 2022-02

2017-07 - 2019-06

2010-07 - 2014-06