

Shayon Dasverma



Digital Marketeer |
Expertise in
Customer Acquisition
& Lead Generation

ABOUT ME

I am a digital marketer with **5 years** of extensive experience. I have managed to create a strong digital and online presence during this period. With a focus on digital marketing, I have stewarded the marketing, branding and advertising initiatives of multiple organisations in sectors like: **E-Commerce, Travel, Ed-Tech, Healthcare, B2B SaaS etc.** helping them to grow and scale up the outreach of their product exponentially with the best **ROI**.

EDUCATION

UNIVERSITY OF LUCKNOW
BBA, Batch 2013

XII, ST. JOSEPH'S SCHOOL
CBSE, Batch 2009

PROFESSIONAL SKILLS

SEARCH ENGINE OPTIMIZATION
SEARCH ENGINE MARKETING (PPC)
SOCIAL MEDIA MARKETING
BUSINESS ANALYTICS (WEB/APP)
CONTENT MARKETING
EMAIL MARKETING
WEBSITE DEVELOPMENT (WORDPRESS)
LEAD GENERATION
A/B TESTING
MARKETING AUTOMATION
LANDING PAGE OPTIMIZATION
LEADERSHIP
PROJECT MANAGEMENT

CONTACT

9454831888

mail@shayondasverma.com

Bangalore, India

www.linkedin.com/in/shayondasverma

EXPERIENCE

DOSELECT (B2B SAAS)

Head - Digital Marketing Aug 2017 - Present

- Leading all digital marketing efforts at DoSelect to prescribe closely with a typical AARER model including SEO, Paid Marketing, Email Marketing, Social Media Ads, Retargeting, A/B Testing, Web Analytics etc. I am responsible for committing and driving a lead quota that caters to a team of 2 SDTs and 3 Enterprise Sales representatives.

Accomplishments:

- Expanded the monthly inbound lead footprint from 30 when I joined to 500 in the present day.
- Drove a surge of 40% in monthly inbound traffic over a period of 7 months.
- Strategized and executed the content engine which comprised of email literature, case study booklets, blogs and web copy in adherence to keyword volume and a high bar of quality standards
- Drove an industry-beating paid-channel CPA of INR 2500/- across India and USA
- Consistently crafted winning landing page variations that produced a minimum 20% uplift over current versions in production
- Drove 5000 average registrations for each hackathon conducted under the DoSelect ambit.
- Drove 10% of inbound leads via referrals.

Shayon Dasverma



Digital Marketeer |
Expertise in
Customer Acquisition
& Lead Generation

AWARDS & ACHIEVEMENTS

PERFORMER OF THE YEAR - MANAGER

KleverKid, 2016

EXPONENTIAL GROWTH IN DIGITAL

KleverKid, 2015-16

VICE PRESIDENT - AIESEC INDIA

AIESEC LUCKNOW LC, 2010 - 2012

SKILL ENHANCEMENT COURSES

- Google AdWords and Analytics Certification
- Hubspot Inbound Marketing Certification
- Marketing in the Digital World by COURSERA
- Digital Deepak - SEO, Advanced Digital and Blogging Course
- Facebook Blueprint Certification

INTERESTS

DRIVING

AUTOMOBILES (CARS & BIKES)

TRAVELLING

CRICKET

TECHNOLOGY AND GADGETS

EXPERIENCE

CULTURE FOX (B2B2C TRAVEL)

Head of Digital Marketing Sep 2016 - Aug 2017

Built the complete website for the company from scratch on WordPress. Hired and managed web developer interns to maintain and add new features on the same.

Managed SEO, PPC, Social Media Ads and Email Marketing.

Maintained data appropriateness and combined data from different sources such as Facebook Page and Ads, Google Adwords, CRMs, etc. to understand our customers.

KLEVERKID (B2C & B2B)

Head of Digital Marketing July 2015- Aug 2016

- Starting off as an **SEO Executive to grow into the Audit Manager** managing the marketing analytics inputs across all functions of the company and giving business insights to the management within a span of 6 months of joining the team.
- **Promoted to Head of Digital Marketing with demonstrated performance** in customer acquisition via various channels.

Accomplishments:

- Organic Traffic grew by 510% from a mere 3,275 sessions in July 2015 to 19,986 sessions in August 2016 and Overall website traffic grew by 217% from 27,632 Sessions in Jul 2015 to 90,000 Sessions in Aug 2016.
- Lead generation CAC for AdWords maintained at below Rs 100 per lead (Search, Display, DSA combined) and CAC of below Rs 50 for the overall marketing spend. (Offline + Online)
- Pageviews of the website increased from 52,893 in Jul 2015 to 1,52,062 in Aug 2016 and Bounce Rate of website reduced from 76% in Jul 2015 to 51% in Aug 2016.
- Set up the basic micro and macro goals for the company and Optimized conversion rates for the defined goals.
- Created the data reporting structure in the company and set the KPIs of the data insights.
- Continually researched for and improved processes across all departments of the company to be more efficient and automated.