

Shayon Dasverma

CONTACT

9454831888

mail@shayondasverma.com

New Delhi, India

www.linkedin.com/in/shayondasverma



Digital Marketeer |
Expertise in
Customer Acquisition
& Lead Generation

ABOUT ME

I am a digital marketer with **6+ 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: **B2B SaaS, E-Commerce, Travel, Ed-Tech, Healthcare 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

PROFESSIONAL SKILLS

SEARCH ENGINE OPTIMIZATION
SEARCH ENGINE MARKETING (PPC)
SOCIAL MEDIA MARKETING
ANALYTICS (WEB/APP)
EMAIL MARKETING
LEAD GENERATION
MARKETING AUTOMATION
LEADERSHIP

EXPERIENCE

ANJ CREATIONS PVT LTD

Senior Manager - Digital May 2019- Present

- Managing the end-to-end Digital Marketing operations for all key accounts along with the team.
- Strategic planning of digital marketing campaigns as per the client requirements.

CARECLUES (B2C AND B2B SAAS)

Head of Marketing July 2018 - December 2018

- Building the marketing team from ground up. Putting together a structure in place to align all the marketing functions to work as one single unit.
- Accomplishments:**
- Increase in **Traffic by 110%** in the last quarter compared to previous quarter.
 - **B2C Transactions** increased from 2-3 per day to as much as **20 per day** with average ticket size of INR 150
 - Helped via Insights in the Product launch for the SaaS sector - Hospitals, Clinics and Doctors can now use **Patient Management System**.
 - **B2B leads** increased 5 Demo requests daily.

DOSELECT (B2B SAAS)

Head - Digital Marketing Aug 2017 - July 2018

- Leading all digital marketing efforts at DoSelect to prescribe closely with a typical AARRR model. I am responsible for committing and driving a lead quota that caters to the Enterprise Sales Team.
- 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**.
 - Strategized and executed the content marketing 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 optimized landing pages resulted in 20% uplift over current versions in production.



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RECOMMENDATIONS

SHABNAM AGGARWAL

CEO - KLEVERKID

AUGUST 2015

Shayon has become one of the fastest growing leaders at KleverKid- he's added value all the way from optimizing our search engine presence to creating a full data reporting structure and managing our entire digital marketing strategy that has enabled the business to make quick and valuable decisions. He has grown into a strong manager as well, challenging his team to add value and grow as rapidly as he has. Shayon is a warm presence in every team, always ready to support and offer a lending hand, with a willingness to take risks and try new things. It's been a true pleasure to work alongside him and watch him grow into an indispensable asset to the team at KleverKid. I highly recommend him!

BHAVYA SAHNI

HEAD OF MARKETING -
DOSELECT

MARCH 2018

My professional experience with Shayon was a pleasure, for lack of a better term. Extremely adept at crunching large data sets to recommend better lead generation numbers is an asset all marketing heads desire for and I got it aplenty from him. His deftness in link building and setting up optimal PPC campaigns ensured that we hit our quotas MOM, QOQ and YOY. If given a chance I would not think twice before working with him again.

I wish you all the luck Shayon.

EXPERIENCE

CULTURE FOX (B2B2C TRAVEL)

Head of Digital Marketing

Sept 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 (Ed-Tech B2C & B2B SaaS)

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.

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SANKET SAURAV

CoFounder - DOSELECT

JULY 2018

Shayon is one of the most diligent, hard-working people I've come across. Apart from his excellent knowledge of practical digital marketing, Shayon brings meaningful product insights to the table which shows his deep understanding of the product domain. During his stint at DoSelect, Shayon has consistently found innovative solutions to difficult problems, and has never backed down from going the extra mile to make the company successful.

I'm sure Shayon would add immense value to anything that he pursues in future!

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

DIGITREND (E-LEARNING)

Account Manager

Oct 2013 - May 2015

Started my education and working as an Intern to understand the fundamentals of Digital Marketing. Underwent certifications of Google and Hubspot in order to gain maximum exposure in the said field. Grew to manage some of the biggest clients at Digitrend including Educational Sector and Real Estate Domain. Responsibilities - SEO, AdWords (PPC), Social Media and Google Analytics for insight derivation.

IBM (E-COMMERCE & CRM)

Practitioner

May 2013 - Sep 2017

My role was to address issues being faced by consumers with an order or payment gateway in the biggest e-commerce companies in the world.

As part of the CRM team, I managed to get great consumer reviews and helped in customer retention across various product segments on the platform. Customer Loyalty and Retention was one of my most important KPIs.

AIESEC INDIA - Lucknow LC

VP - Comm & Branding

July 2010- Dec 2012

- Started off as a team member of the local chapter in AIESEC and grew to be one of the management team members as **VP - Communications & Branding** for the year 2012.

Major responsibilities included the following:

- 1 - Marketing and Brand Management
- 2 - Communication Management of the organization
- 3 - Information Management
- 4 - Public Relations
- 5 - Partnership Management with Clients
- 6 - Generating Business Intelligence Reports
- 7 - International Relations