

SHAYON DASVERMA

Digital Marketing Expert | Performance Marketing | SEO & SEM | Campaign Management | Revenue & Growth

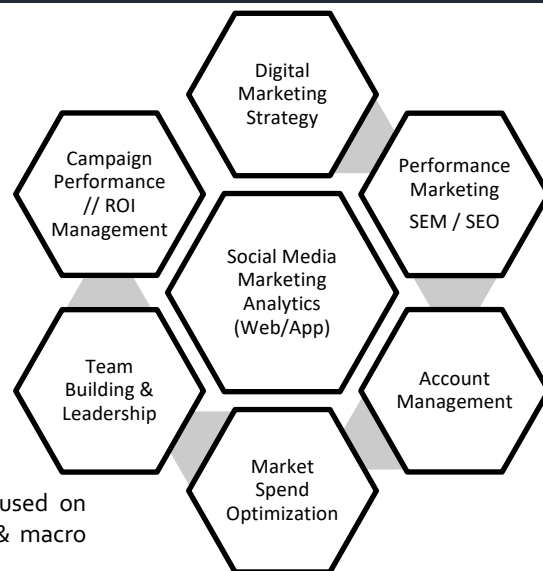
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Founder & CEO - Tune My Digital

“Digital Marketing Specialist with a history of using inbound & outbound marketing methods and data-driven analytics to establish a lasting brand presence, user acquisition and new opportunities for growth”

PROFILE SUMMARY

- **Driven & seasoned Digital Marketing Professional with 8+ years** focused on delivering innovative and creative strategies in the rapidly digital landscape - expanded the portfolio of digital marketing stack while chasing Performance, ROI, and Efficiency; **serviced sectors like B2B SaaS, E-Commerce, Travel, Ed- Tech, Healthcare & many more**
- Entrepreneur with **2 years in business leadership**. Pioneered all aspects of digital marketing strategy, business operations, people leadership, and management; Implemented effective strategies to bolster revenues, market share expansion, and profitability
- Experienced in **Martech Tools** such as **Google Analytics, SEMRush, UberSuggest, Brand24, Buffer, Planable, & so on**
- Developed and **implemented effective Search Engine Optimization (SEO) strategies**; strategized & seamlessly united the content & development practices to drive search engine rank performance, traffic, engagement, and conversions
- Increased **conversion rates by 110% in Careclues as Head of Marketing**; focused on improving organic rankings as well as the user experience for enhanced micro & macro conversions
- Successfully **bolstered business by 5X** by catering to **clients** like IRCTC, Organic India, Dwellit, Securaa, QCS Tech, Riverhood, JITO (Jain International Trade Organization), HydroNexgen, and College Book Store
- **Key People Leader**: motivated teams towards growth & success in the organizations; shaping work satisfaction, work relationships, and work processes for the teams to meet/ succeed in work commitments adhering to quality



DIGITAL MARKETING CONSULTING EXPERIENCE

- Formulated and suggested suitable digital marketing strategies based on clients' business models
- Evaluated brands' target customers to identify the social media channels that would provide the best opportunities for customer engagement
- Calculated clients' return on ad spend (ROAS) and compared it against the industry averages
- Assessed clients' marketing budgets and allocated spending on various marketing needs accordingly
- Assisted clients in launching new websites and apps
- Measured clients' current digital marketing strategies and suggested improvements accordingly
- Performed SEO audits to identify various issues impacting clients' search engine performance

ENTREPRENEURIAL EXPERIENCE

Since Apr 2018: Tune My Digital as Founder & CEO

Key Deliverables:

- **Account Strategy & Management**: Jointly developed account-based growth strategies in partnership with sales on specific, prioritized accounts that grew business by 5X or 2400% in 2 years
- **Team Building & Management**: Directing a high-performing team of 10 people inconsistently overachieving targets; grew opportunity generation by 50% and doubled revenue
- **Campaign Management**: Produced multi-touch, multi-channel campaigns via LinkedIn, Email Marketing, SEO that generated 50+ opportunities in a year
- **Marketing Programs**: Established opportunity qualification and Account-Based Marketing programs that generated qualified leads with a 50 acceptance rate
- **CAC Reduction**: Reduced the overall online cost of acquisition by >40% using organic methods, personal branding & so on to consistently exceed monthly/quarterly/yearly forecasts
- **Customer Churn**: Proficiently reduced customer churn to 70% retention
- **SEO Marketing**: Improved overall average keyword rankings by 80% within 10 months through the implementation of quality content marketing and white hat SEO marketing

- **Digital Lead Generation Campaigns:** managed campaigns across products in all regions (MEA, Europe, Americas, APAC); increased lead generation across all markets with 50% increase in Europe, 25% in MEA, 20% in APAC, and 100% in the Americas
- **Work Culture:** Promoting a positive and productive work environment for employees at work. Pioneering core values and culture initiatives to inspire teams to produce fruitful results

WORK EXPERIENCE

May 2019 – May 2021: ANJ Creations Pvt. Ltd. as Account Director

Highlights:

- Built the Digital unit for the company from scratch and spearheaded Digital Marketing Operations for all the key accounts
- Delivered high quality digital and social media campaigns end-to-end, in line with agreed brand plans and objectives
- Served key clients like IRCTC (Indian Railways Catering & Tourism Corporation), NHRCL (National High-Speed Rail Corporation limited), RITES (Rail India Technical and Economic Service), NTPC, and many more

Jul 2018 - Dec 2018: Careclues (B2C & B2B SAAS) as Head of Marketing

Highlights:

- Bolstered the Traffic by 110% in the last quarter compared to the previous quarter
- Led an increase in B2C Transactions from 2-3 per day → 20 per day with an average ticket size of INR 150
- Utilized Insights to contribute to the Product launch for the SaaS sector
- Increased B2B leads by 5 Demo requests daily

Aug 2017 - Jul 2018: Doselect (B2B SAAS) as Head - Digital Marketing

Highlights:

- Steered digital marketing through AARRR model and focused on user-behavior metrics → acquisition, activation, retention, referral, and revenue
- Displayed excellence in functions such as Top of funnel growth, A/B Testing, analyzing B2B Purchase cycles, Community-based marketing vehicles, Digital Analytics, Surveys, and Profitability
- Bolstered the monthly inbound lead footprint from 30 → 500
- Managed a surge of 40% in the monthly inbound traffic
- Drove an industry-beating paid-channel CPA of INR 2500/- across India & the USA
- Leveraged optimization of the landing pages resulting in a 20% increase over current versions in production

Sept 2016- Aug 2017: Culture Fox (B2B2C Travel) as Head of Digital Marketing

Highlights:

- Developed the complete website for the company from scratch on WordPress
- Amplified the Facebook Page likes from 950 → around 5000 (Organic + Paid) with a Cost Per Like below INR 1.50
- Maintained data repository and collated data from Facebook Page & Ads, Google AdWords, CRMs, etc. to understand customers

Jul 2015- Aug 2016: KleverKid (Ed-Tech B2C & B2B SaaS)

Role Progression:

SEO Executive → Audit Manager → Head of Digital Marketing

Highlights:

- Successfully heightened:
 - Organic Traffic by 510% from a mere 3,275 sessions in July 2015 to 19,986 sessions in August 2016
 - Overall website traffic grew by 217% from 27,632 Sessions in Jul 2015 to 90,000 Sessions in Aug 2016
- Sustained Lead generation CAC for:
 - AdWords below INR 100 per lead (Search, Display, DSA combined), and
 - Overall marketing spend (Offline & Online) below INR 50
- Increased in Page views of the website from 52,893 in Jul 2015 → 1,52,062 in Aug 2016
- Reduced Bounce Rate of the website from 76% in Jul 2015 → 51% in Aug 2016

PREVIOUS EXPERIENCE

Oct 2013 - May 2015: Digitrend (E-Learning) as Account Manager

May 2013 - Sep 2017: IBM (E-Commerce & CRM) as Practitioner

Jul 2010- Dec 2012: AIESEC India - Lucknow LC as VP - Communication & Branding

ACADEMIC DETAILS

- **BBA** from University of Lucknow in 2013

Certifications:

- 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