



Raunak Jotwani

7 Years 6 Months Overall Experience

Proficient Product Marketing Consultant with a performance marketing background of more than 7.5 years, covering a wide array of industries. A perceptive evaluator who has yielded extraordinary results through a solution-driven approach, propelling the growth of businesses and bolstering monetary advantages. Displayed expertise in guiding teams and nurturing partner ecosystems to amplify the reach of the brand. Adept in executing economically sound tactics, spearheading teams towards effective troubleshooting, and enhancing overall operational effectiveness. Endowed with a strong aptitude for analysis.

Industry

BFSI

Digital Marketing

Hospitality

E-commerce

Functional Areas

Digital Marketing

Product Management

Performance Marketing

Consulting

Education

Thadomal Shahani Engineering College

Bachelor of Electronics and Telecommunication Engineering

2010-2014

Certification

Google Analytics

Certified Scrum Product Owner

Google Adwords

Facebook Blueprint

Accomplishment

Silver Award

At CIDCA 2021 for Best Online Commerce

2021

Silver Award

E4M Indian Digital Marketing Awards for Best PPC

Abbys Award

Innovative use of search

Education

Thadomal Shahani Engineering College

Bachelor of Electronics and Telecommunication Engineering

2010-2014

Experience



Independent Consultant

1 Year 1 Month

Independent Consultant, Performance Marketing

Apr'22 - Apr'23

- Developed a pitch to acquire new clients for solving business challenges; onboarded 5 new clients
- Analyzed market research, and optimized conversion rates to increase conversions by 10-12% per fiscal quarter by carrying out A/B campaign testing
- Setting up and strategizing the entire performance marketing strategy for Yolo Clb app;

Helped increase user base by about 150% by analyzing data, creating and targeting the products user persona

- Worked with cross-functional teams to set up entire web and app analytics ecosystem for multiple small businesses



Interactive Avenues

1 Year 6 Months

Associate Group Head

Aug'20 - Jan'22

- Account Lead for Titan Jewelry India and International Business
- Integrated and used one of the first Hyperlocal Marketing Product Suites to achieve 75-125X returns vs target of 50X returns by solving endemic business problems like local asset readiness and last mile optimization.
- Collaborated with 5+ teams and created Omnichannel strategy by using Integrated Mar-Tech solutions across hyperlocal targeting, content and audiences for driving online revenue and offline store footfalls; achieved revenue of \$120Mn
- Led a 6-member team to achieve client ROI of 15X in online sales revenue; in comparison to the target of 10X; by carrying out product performance and data analysis. Suggested actionable insights to the team to optimize adcopies, keywords and targetings
- Helped in interviewing, training and mentoring new talents to build a better work force at Interactive Avenues



Independent Consultant

7 Months

Independent Consultant, Performance Marketing

Feb'20 - Jul'20

- Worked with Philippines based agency to improve work process, strategize & optimize selected clients; Helped reduce turnaround time.
- Mentored talents on Facebook ecosystem and optimization techniques, helping development of client's account



Performics

10 Months

Manager

Jan'19 - Oct'19

- Turned Google Search Ads into real-time news portal during election results by bringing everything in one place and providing the most and updated news by integrating technology and using real time inventory.
- Led 4-member team and helped launch SVOD business of ZEE5 India; achieved 10Mn subscribers in first 10 months
- Identified and Utilized regional basis campaign, audience and creative strategies to grow user base to 10Mn vs target of 6Mn



Group M

1 Year 1 Month

Team Lead – Business Executive

Jan'18 - Jan'19

- Led 2-member team to launch e-commerce fashion brand Pantaloons while maintaining costs; Derived insights to expand the business and achieve annual ROI of 8x vs target of 5x
- Carried out user persona analysis, user journey analysis, competitive landscape analysis, content analysis, & collaborated with developers and designers to launch an effective e-commerce digital marketing strategy
- Managed & optimized entire acquisition and retention strategy for HSBC credit card; increased credit cards users by 22% per quarter by segmenting audiences to deliver stronger, more personalized messaging and content



Performics

2 Years 6 Months

Associate

Oct'14 - Mar'17

- Provide end-to-end digital solutions for 100+ hotels of the Taj group.
- Mentored a 4-member team to improve bounce rate by 40% and average time spent on website by 30% by optimizing content, SEO tags, & carrying out technical analysis.