

VATSAL SHARMA

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PROFESSIONAL SUMMARY

- Pre-MBA experience of freelancing in 7 startups in Digital and Content Marketing domain
- Managed marketing budgets focusing on maximizing ROI, executed growth initiatives within budget and on time
- Executed targeted ABM (Account-Based Marketing) campaigns aimed at key cohorts, driving increases in engagement and sales.

PROFESSIONAL EXPERIENCE

eCommerce Manager Me n Moms Pvt Ltd March'24 - Present	<ul style="list-style-type: none">• Responsible for a profitable & 17% QoQ growing business on FirstCry, Meesho, JioMart and Snapdeal, overseeing a total business of 2.4 crore monthly and marketing spend of 7.5 lacs per month & onboarded 2 new business channels – Pharameasy & Netmeds• Managed PPC & Display advertisements across ecommerce channels with 18% TACOS and an average ROI of 3.2; with splitting ad spends across branded, generic & competitive campaigns.• Implemented Listing Optimizations by refreshing PDPs, A+ feature images, Product videos to reflect customer needs leading to 36% improvement in conversion rate• Contributed to improving business efficiency by identifying need, negotiating with vendors and onboarding Rubik AI tool for listing hygiene, CoinTab for payment reconciliation and BIVA for data reporting
Senior Manager – eCommerce Mosaic Wellness Sept'23– Jan'24	<ul style="list-style-type: none">• Oversaw Amazon, Flipkart and TIRA marketplaces with a 12% QoQ growth in Contribution Margin• Facilitated new product development via regular comp. market analysis, keyword tracking within HPC & Beauty categories with effective GTM across Marketplaces, scaling them to 40 units a day with 12% TaCOS• Strategizing and executing full-funnel advertising on marketplaces, for brands like Man Matters, Be Bodywise and Little Joys, improving average ads conversion to 24%• Reduced overall Logistics cost by improving Regional Utilization to 83% overall from 58
B2B Marketing Manager WeddingWire India Dec 2022 – July 2023	<ul style="list-style-type: none">• Shaped the CRM strategy, spearheading a data-driven approach for unique customer journey, to generate demand and build brand loyalty & engagement, reducing churn by 23%.• Managed effective lead nurture campaigns that accelerated the buyer's journey generating €120k in revenue through 5 monthly webinars, 8 lead magnet guides, 18 blogs, 9 testimonials series and 1 national sweepstakes leading to a 510% YoY growth in lead generation using email, social media, SMS and app popup channels.• Executed a B2B networking conference with 100 key customers in Leela Ambience with 2 influencer sessions, 1 panel discussion that led to accelerated conversion of 40 new contracts and 25 renewals.
Marketing Manager Indag Rubber Ltd Aug 2020 – Dec 2022	<ul style="list-style-type: none">• Conceptualized & Executed Customer Loyalty Program for increased engagement with 2000+ secondary channel partners that led to 70% increase in customer throughput and reduced customer churn by 15%• Orchestrated the launch of 14 new products and 1 brand handling the complete marketing mix for the portfolio - product, packaging, communication, media including digital and execution of all ATL & BTL inputs in partnership with Trade marketing team resulting in 224% Y-o-Y growth.• Managing all-India Trade Marketing initiatives involving identification of high – visibility areas, STP mapping and execution of integrated marketing campaigns.• Employed data analytics for strategic decision-making, resulting in a 30% reduction in inventory by leveraging market research & customer insights, improving forecasting process and rationalizing product portfolio

EDUCATION

Qualification	College/ University	Year
PGDM - Marketing	IMT Ghaziabad	2020
B. Tech - PSCT	Delhi Technological University (Delhi College of Engineering)	2018
XII	St. Columba's School/ CBSE, Delhi	2014

POSITIONS OF RESPONSIBILITY

Digital Strategy Head, MarkUp	<ul style="list-style-type: none">• Heading a team of 4 members responsible for conducting social campaigns, engagement activities and event coverage resulting in 60% social audience increase	2019-20
National Vice-President, Global Youth	<ul style="list-style-type: none">• Oversaw over 50 interactive sessions with diplomatic missions, government bodies, and think-tanks.	2016-17

ADDITIONAL INFORMATION

- First-hand operational knowledge of Amazon Marketing Service (AMS), Google Ads, Meta Ads, CleverTap, Moengage, DBMS, Tableau, Unbounce, Salesforce Marketing Cloud, Whatsapp Business, Exotel SMS and MS Office