



Mit Mrunal Thakkar

Manager, Marketing



ABOUT ME

- Creative, adaptable & strategic thinker with 7+ years of experience and a proven knowledge of Marketing, Partnerships & Team Management with an ability to execute in an intense & fast-paced environment.



WORK EXPERIENCE

2014-11

MANAGER, MARKETING

INFIBEAM AVENUES

Reporting to the CEO of the company

Government e-Marketplace (GeM) (August 2017 - January 2018)

- Market penetration to ensure increased transaction on GeM portal

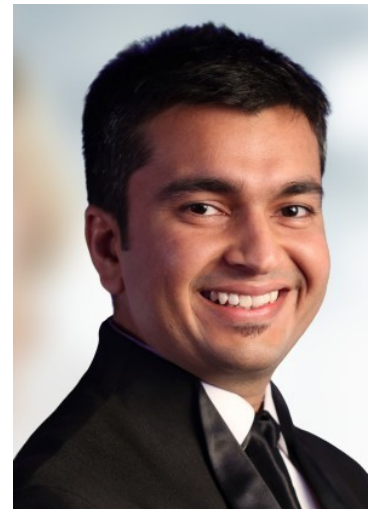
AmulONLINE (Since November 2016)

- Doubled the sales volume within 3 months from launch
- Organized a product promotions budget based on price-sensitivity analysis of high margin SKUs
- Orchestrated daily operations - PN, SMS, Emails, On-site Merchandising, Customer Acquisition activities
- Improved SLA with action on daily Driver Delay Root Cause & other performance reports, in liaison with Operations team

INFIBEAM.COM (Since November 2014)

Campaigns, Google Ads, Alliances, Affiliates, Site Merchandising

- Overseen campaigns through the production stage to completion
- Coordinated with all Category heads to figure out best possible offerings
- Daily scores for Breadth of Selection, Pricing & Logistics
- Optimized Homepage other high traffic zones by correct SKU / Offer placement
- Increased CTC ratio by 20% on Google Ads with optimized search, shopping & branding campaigns
- Managed relationship with e-wallets / leading banks and get best promotional assets
- Drove customer acquisition via Affiliates on shoe-string budgets
- Google Analytics - usage of this tool to optimize campaigns and site performance
- Weekly, monthly and quarterly analytics reports on customer trending and orders analysis to overcome pitfalls, in turn, enhancing revenues



PERSONAL INFO

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Date of birth

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KEY ASSETS

Digital Marketing

Project Management

Market Research

Team Building

Campaign Management

Customer Relationship

Business Development

Analytics



LANGUAGES

English - Fluent

Hindi - Fluent

Gujarati - Native

CRM, Email & Drip Marketing

- Doubled the revenue within 2 months by strengthening relevance & offers communication
- Reduced cost by > 40% over 1 year by strategic switching between service providers
- Created budget for experimenting all types of segmented targeting methods [RFM Model]

2013-11 -
2014-10

ASSISTANT MANAGER, MARKETING

INFIBEAM.COM

- Maintained key accounts of more than 1000 Affiliates with a one point contact
- Email & Drip marketing to ensure best customer engagement and retention
- Banner/Newsletter punch-lines and content creation
- Drove promotions on major SNS including Facebook and Twitter
- Inputs in the new campaigns in terms of effective communication and marketing plan

2013-05 -
2013-10

TECHNICAL DELIVERY MANAGER

AVENUES INFINITE PRIVATE LIMITED (CCAvenue)

- Deputation at Mumbai for a new Marketplace launch (a joint venture of CCAvenue and Infibeam)
- Collaborated with technology team in defining product road-map based on requirements and the competitive bench-marking

2012-05 -
2013-04

ACCOUNT MANAGER

BUILDABAZAAR

- Working as a liaison to facilitate communication between Clients, Sales Executives, and Product Development team
- Consistently maintaining a high-standard performance record via exceptional service, follow-through, and specific attention to detail



ACADEMIC PROFILE

2007-07 -
2011-06

Charotar University of Science and Technology

- B.E. in Computer Engineering (First Class)

2007-03

Best Higher Secondary School, Ahmedabad

Class XII – 477 out of 650 (74%)

2005-03

Best Higher Secondary School, Ahmedabad

Class X – 518 out of 700 (74%)



INTERESTS

- Marketing, E-commerce, Travelling, Newspapers, Branding, Cricket, Tennis