

SHASHANK SHARMA

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# OBJECTIVE

* To be part of a growth-oriented company & team with efforts to put the firm on the Top of the Ranking Ladder in their domain.

# PROFESSIONAL EXPERIENCE SUMMARY

# 5+ years of Total Work Experience in the Gaming & E-commerce Sector.

# Growth Manager, FYND OCT-22-FEB-23

* Working on the acquisition and retention of users with a set of campaigns and journeys over the **APP.**
* Working on crafting strategies as per Gaming industry norms & crafting campaigns and promoting through **Paid & Organic methods of marketing.**
* Optimizing multi-channel (In-App, Push, Email, W-Push, Whatsapp, etc) programs with the creative, content & Tech team to sustain the users.
* Looking up for new mediums & Established for acquisition for **Ex: -Telegram, Quora, Pinterest**
* Managing a team of 5 people. While contributing to social media, Partnerships as well as affiliate marketing.
* Working cross-functionally with engineering, design, analytics, product & operations from execution to implementation.
* Analyzing customer data to identify opportunities to improve retention and marketing performance.

# Growth Manager, GoPaisa Netventure Pvt Ltd Dec-21 – OCT-22

* Taking charge of Gopaisa APP from planning to execution over the complete customer Lifecycle.
* Working on acquisition and retention of the users with the current base of **2 Million** in different set of campaign and journeys over **APP.**
* Working on crafting strategies as per the Big E-commerce firm campaigns and promoting through **Paid & Organic methods of marketing.**
* Optimizing multi-channel (In-App, Push, Email, W-Push, Whatsapp etc) programs with the creative, content & Tech to team to sustain the users.
* Looking up new mediums for acquisition for **Ex: -Telegram, Quora, Pinterest**
* Managing a team of 4 people. While contributing for social media, Partnerships as well as affiliate marketing.
* Working cross-functionally with engineering, design, analytics, product & operations from execution to implementation.
* Design persuasive, compelling and on-brand customer experiences that help new subscribers discover, explore and extract value from their subscription
* Analyzing customer data to identify opportunities to improve retention and marketing performance.

# Growth Manager, Daalchini technologies

Aug-19 – Sep-21

* Creating marketing plans and **GTM** strategies to establish in the Indian market and managing up complete customer lifecycle from Acquisition to retention **(Converting to subscribers)**.
* Planning, creation, and executing monthly events as per Indian festivals and occasions to understand user buying behaviour.
* Understanding the customers behaviors, conducting market research and getting connect the prominent ones to understand their concerns.
* Establishing the brand in the market via digital, traditional, social marketing and promoting through PR channels.
* Increase the user base from **100%** in short span period from **.25 million to .5 million+**
* Handling **B2C** marketing of the company over digital and traditional marketing mediums
* **Data analysis-** Working up on various tools over the various platform the keep the growth momentum smooth and always hitting.
* **Creating dashboards** with the purpose to **track& measure** the outcomes on daily, weekly, monthly and quarterly basis.
* Constantly working on **hypothesis and A/B testing** of new ideas & methods to understand that **what is working, how the thing is reacting and whom are the outcome driven.**
* Creating campaigns to keep the higher retention rate over the platform with **20%** more output.
* Own all paid marketing channels from end-to-end (SEO, PPC, Display advertisement, E-mail, SMS, Push notification etc.)
* Creating product roadmaps and planning for future market by conducting competitive analysis to make ourself at par.
* Ability to demonstrate experience of operating across a complex matrixed organization.  
  Developed content strategy, and wrote both corporate and customer-facing technical materials within Marketing Communications.
* Established integrated, multi-channel print, web, direct marketing, sales and training socialization campaigns.
* Led the development of major customer-facing knowledge projects, such as product tours, demos, and webinars.
* Contributed to creation of the company's social media strategy - Twitter, Facebook, corporate blog and YouTube Channel.

# Product management executive, Octro

2017 November –2018 December

* **Strategy**- Creating marketing strategy of the product by analyzing the market situation and competitors to meet the long term and short-term goals.
* **Campaign**-Launched first marketing campaign for Play rummy and acquire almost **80k+** user base in **3 months.** Promote the brand over social media marketing, ATL & BTL campaigns, Trade shows etc.
* **Data Analysis**-Analysing the customer requirements as well as customer behavior by the help of data analysis to understand the direction of customer retention & conversion.
* **Digital marketing** channels from end-to-end (SEO, PPC, Retargeting, Display, Native, Paid Sponsorships, etc.)
* **Cross functionality**- Working with the other departments of the companies to make the better product and understanding the complex issue of end users.
* **Marketing** Promoting the product on various marketing platforms related to online and offline to increase the product presence in the market.
* **Content creation** creating the content to make the users understand about the product and services better and make the product more users friendly and connected.

PROJECTS

**Consultant, CPA Global**

**2015 May-2015 August**

* Conducting market research and understand the regular changes occurring in globe for client requirements over digital platforms.
* Solving the queries related to the clients over the product issue and demonstrating the product capabilities to use every function of it.
* Increasing the retention rate to solving the client’s queries.
* Increase mostly the user base of clients with **10%** in short span of time.

**Analyst, Kpmg** 2015 February-2015 May

* Working with the clients on the complete marketing prospect for their company.
* Assisted managers by conducting market research and recognizing the pros and cons of the current activities.
* Analyzed and summarized various data through extraction and mining to improvise the client need.
* Analyzing the competitor activities and choosing the best method to promote the product or services.
* Conducted market surveys to understand the market needs to make it helpful for company to decide product future.
* Using various data tools to extract the right data for the client from various markets.

**SKILLS**



**Education**

**Acheivements**

* Started own business in 2014 while pursuing graduation and handled it till 2017 1stQuarter.
* Monthly perfomance award reived constantly for 3 months in Daalchini technolgies for increasing the client base from 5+ to 25.
* Worked as a team leader while handling the various projects.  
    
   **Hobbies**
* Being part of india’s only racing championship and a regular rider.
* Gamer to be on creative front and passionate on personal front.
* Cricketer on weekends. **Contact Details**

**Location-** Delhi-NCR

**Work Preference-** All over India

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