

YATHARTH SHARMA

WORK EXPERIENCE 7+ Yrs

ACHIEVEMENTS

- Created first of its kind **Digital Marketing** campaign for Maharashtra Budget 2023 promotion
- Awarded '**Brand Guru**' in Monster.com's Annual award ceremony 2022
- Winner **India's Best Design Project** for CAM's Thought League
- Brought **English Premier League** trophy for the first time to India in partnership with EPL
- Top performer** within the Global Barclays Graduate Class of 2014, world's foremost Graduate Development Program

SKILLS

SEO/SEM

Digital Marketing

Brand Positioning

Social Media Marketing

PR & Media Planning



Strategic Partnerships | Performance Marketing | SEO | SEM | Facebook Ads | Brand Management | Mobile Marketing | Business Development | Agency Engagement | Brand Strategy | Consumer Insight Mining | Ad Tech | Campaign Management and Optimization | Digital Marketing | Market Segmentation | Media Planning | Senior Stakeholder Management

Deputy CM's Office, Govt. of Maharashtra

Digital Marketing Consultant

Feb 2023 - Ongoing

- Directly report to OSD(Media advisor) to DCM Mr. Devendra Fadnavis to enhance & **institutionalize social media** outreach
- Created engaging **SEO strategies** and execution plans that cultivated audiences, increased web presence on **top of SERP**
- Conceptualized and lead 360° campaign for **2023 Maharashtra Budget** on TVC, Print, OOH, & Digital
- Worked as a Campaign Specialist and maximizing traffic via **Google and Facebook ads**

Monster.com

Product Marketing Manager - SEA, India, & ME

Apr 2021 - Jul 2022

- Generated **10k+ Leads** through **Facebook & Google ads** campaign for Virtual Career Fairs
- Lead cross-functional teams creating **Digital Brand properties** worth INR 38Cr. in SEA, India, & ME markets
- Analyzed and improved **Facebook and Google ads**, resulting in an increase in leads and a **drop in cost per lead** month over month
- Created communication & design for funding pitch raising INR 137.5Cr. for Monster.com
- Conceptualized and implemented '**TRIUMPH**' - Worlds first Mega Virtual Career Drive for Women, LGBTQ+ and PWD candidates
- Set up and lead **PR wing** for Monster India, Singapore & Philippines garnering 1365+ mentions in the first quarter

Eureka Moment

Brand Strategist

Apr 2020 - Apr 2021

- Managed budget of **\$60k+** in monthly **ad spends** for Real Estate Clients, leading to an increase in site visits and site booking
- Website audit** and enhancement for India's largest sandstone supplier to make it '**Search Engine**' friendly
- Primary stakeholder for multi-disciplinary rebranding project worth INR 15Cr. for **India's largest private University**
- Conceptualized and lead '**Thought League**' - **Phygital** brand property for Cyril Amarchand Mangaldas based on CNBC TV18's series with Mr. Cyril Shroff
- Created financial proposals and acted as a **single point of contact** for branding and rebranding projects worth more than INR 27Cr.

BARC

Market Analyst

Apr 2019 - May 2019

- Strategized media buying for **IPL 2019** for ad spots worth INR 89Cr.
- Co-created BARC's newsletter 'Think' on 2019 **Lok Sabha elections**
- Increased **ATS(viewer)** by **13%** for major News broadcasters based on viewership pattern during **2019 Lok Sabha Elections**
- Generated actionable insights for broadcasters and advertisers resulting in increase in **reach** by 12% and **ATS** by 6.8%

Barclays

Business Analyst

Aug 2014 - May 2018

- Helped **United Airline** generate **\$2 million** revenue through their first customized **digital marketing campaign**
- Collaborated with the Wealth Management Department (Europe) for business development of HNWIs worth more than \$47 million
- Lead cross-functional teams for increasing valuation of **21st Century Fox** to **\$71 billion** through brand partnerships and innovative marketing solutions
- Launched Flightdeck CRM system for the Markets division of IB culling 17,000 non-performing clients, generating additional revenue of \$800 million

EDUCATION

MICA, Ahmedabad

PGDM - C, Branding and Advertising

Batch of 2020

- Directors' Guild, Sankalp: The Theatre Society at MICA
- Media Content Strategy, Sankalp, The Theatre Society at MICA

SPIT, Mumbai

Electronics and Telecommunication

Batch of 2014

- Created working model of 'Lie detecting polygraph machine' presented at National level conferences
- Awarded 'Excellence in Dramatics' for leading and creating a strategic brand identity for the Theatre Society of SPIT

CERTIFICATES

Facebook (Ads) Blueprint, Google Adwords & Analytics, Kraftshala Brand Building, Agile, Lean