

SAI KIRAN G

SENIOR DIGITAL MARKETER/PERFORMANCE MARKETING EXPERT – 11+ yrs

Driving performance excellence & revenue growth through innovative strategies

Contact: +91-9008 436 111 (Bengaluru, Karnataka, India) | Email: sai.sways@gmail.com

Portfolio link: careerdeets.wixsite.com/profile

LinkedIn: www.linkedin.com/in/saikiranc/



SUMMARY

- Senior Digital Marketing Strategist with a **decade-long track record of driving revenue growth** and optimizing ROI across industries and **managing budgets exceeding INR 2Cr/month**
- Reduced CAC and all input metrics cost (CPLs, SQLs etc.,) by 40-60% in last 3 companies consistently.** ([Linking data here](#))
- Experience in USA, MEA, UK and Indian markets in running performance campaigns with spends above 1.5Cr/month
- Major Industries I worked with KPIs:
 - Real Estate, Premium Jewellery and Automobile brands to drive walk-ins
 - Edtech to drive online leads
 - FMCG and Fashion apparel and accessory brands to drive online sales and
 - Real Estate and Automobiles for product launches and GTM strategies
- Proficient in Google AdWords, Facebook, LinkedIn, Twitter and affiliate campaigns handling both product launches and performance campaigns for the brands
- Known to set frameworks and processes for go-to-market strategies and product marketing, setting clear success/ measurement metrics through innovative approaches**
- Recognized for adeptly revitalizing underperforming products, laying out logical marketing strategies, and uncovering new revenue streams, resulting in heightened profitability and organizational success

CORE COMPETENCIES

SEM (Search Engine Marketing) | PPC (Pay-Per-Click) Advertising | Social Media Marketing | Content Marketing | Email Marketing | Conversion Rate Optimization (CRO) | Digital Advertising | Marketing Automation | Google Analytics | Customer Experience | Keyword Research | A/B Testing | E-commerce Marketing | SEO (Search Engine Optimization)

WORK EXPERIENCE

Cuemath, India | Associate Director - Performance Marketing

Jun 2024 – Present

(Reason for leaving: Asked to relocate to Gurgaon, company's HQ location)

- Main KPIs achieved in 6 months:
 - Get NRIs leads from USA, MEA and UK regions: **Reduced CPL by 46% here**
 - Increase overall ROAS in USA market from performance campaigns: **Achieved 2.42 times higher ROAS**
- Achieved a approx. 55% reduction in Customer Acquisition Cost (CAC) within six months
- Responsible for setting up frameworks for creatives, campaigns and Lead nurturing funnel
- Identified multiple avenues to reach out to NRIs in global markets at least possible cost on Meta, Google and affiliate partners.
- Co-ordinated with sales continuously to solve for marketing problems in the lead funnel. Let's discuss various case-studies on real world problems and possible fixes.

Emeritus, India | Senior Performance Marketing Manager**Jan 2022 – April 2024**

- **Orchestrated and optimized monthly digital marketing budget totalling INR 2 crore (approximately \$240,000)**, maximizing ROI across diverse platforms, including Facebook, AdWords, YouTube, and LinkedIn
- **Directed a high-performing team of 4 digital marketing professionals**, focused on achieving strategic objectives and exceeding key performance indicators
- **Achieved a 33% reduction in Customer Acquisition Cost (CAC) within six months**
- Enhanced Google search performance, securing a 35% increase in conversions alongside a 47% decrease in Cost Per Acquisition (CPA)
- Successfully **revitalized 2 underperforming products**, transforming them into profit contributors

WeWork India Pvt. Ltd., India | Senior Performance Lead**Jan 2019 — Nov 2021**

- **Orchestrated a dynamic team of 5 professionals, blending in-house expertise with the strategic support of 3 agency personnel**
- Drove multi-platform campaigns across Facebook, Adwords, YouTube, LinkedIn, and Affiliate networks, amplifying brand presence and engagement to new heights
- **Successfully managed a monthly budget of INR 1 Cr. (equivalent to \$120k)** across multiple platforms, including Facebook, Adwords, YouTube, LinkedIn, and Affiliate networks
- Led a team of 5 professionals, consisting of 2 in-house members and 3 agency personnel, ensuring effective coordination and execution of marketing strategies
- **Established and optimized an efficient affiliate network, resulting in a 1.5X increase in leads while reducing budgets by 30%**
- Developed a customized SMS & IVR model to enhance touchpoints within the lead funnel, **leading to a notable 24% improvement in lead quality**
- Identified new revenue generation channels, **unlocking a potential annual revenue of INR 1 Cr with no additional investment required**

DDB Mudra Group, India | Digital Media Planner**June 2015 — Dec 2018**

- Oversaw E-commerce campaigns for premier fashion clothing and accessory brands in India, **managing a staggering budget of INR 25 Cr./month (\$3Mn), driving significant ROI and brand visibility**
- Led key strategic initiatives for the entire OMD group in India, driving innovative thinking and persuasive brand presentations, enhancing market visibility and attracting new clients
- **Directed large-scale product launch campaigns in automotive (Mahindra and Toyota), jewellery (Tanishq), and beverage segments (Heineken and KF), as well as iconic fashion brands (Van Heusen and Fastrack)**, achieving unparalleled market penetration and consumer engagement
- Progressed from being a team member to assuming the role of team lead, overseeing the complete media budget for the South region
- Transitioned from a team member to a dynamic team lead, overseeing the entire South regional media budget, optimizing resources and maximizing campaign effectiveness, resulting in enhanced regional market dominance
- **Managed a diverse team of 5 professionals**, fostering collaboration and driving excellence in performance, leading to streamlined operations and surpassing project objectives
- Strategically managed multiple platforms including Facebook, Adwords, YouTube, LinkedIn, Media buying, and Affiliate networks, ensuring seamless integration and comprehensive market coverage, resulting in heightened brand visibility and customer engagement

- Developed and execute comprehensive digital media plans tailored to Real Estate and Healthcare clients, leveraging platforms such as Google AdWords, Facebook Ads, and other relevant digital channels
- Conduct thorough market research and analysis to identify target audiences, industry trends, and competitor strategies, utilizing insights to optimize campaign performance and ROI
- Collaborate closely with clients and internal teams to understand business objectives, marketing goals, and budget allocations, translating requirements into effective digital media strategies and campaigns
- Monitor campaign performance metrics, analyse data, and generate actionable insights to continuously refine and optimize digital media strategies, ensuring maximum reach, engagement, and conversion for clients in the Real Estate and Healthcare sectors

EDUCATION

Post Graduate Diploma in Management (Marketing & Operations Management) from MS Ramiah Institute of Management, India Feb 2011 — Aug 2013

Bachelor of Computer Applications from JNTU Ananthapuramu, India March 2008 — Jan 2011

AWARDS & ACCOLADES

Garnered accolades with an '**Exceeding Expectations**' rating during the annual performance evaluation, reflecting outstanding leadership and results-driven performance at Hero Vired
