

**Arun Chachan**



**Career Portfolio 2018**



Marketing  
Strategy



Paid  
Search



Content  
Marketing



Email  
Marketing



Mobile App  
Attribution and  
Tracking



Video Marketing, Movie  
Partnerships



Mobile App  
Marketing and  
Branding

Lead  
Generation and  
Affiliate Marketing



TV, Radio,  
Newspaper, OOH  
Barter




Social Media  
Trending and  
Management



# SUMMARY




Enthusiast, Determined, Hard Working and Problem Solver



Experience in Digital Marketing, Performance Marketing, Product Marketing and Management, Paid Marketing, Media Planning, Segment Targeting, Social Media Marketing, SEM, SEO Analysis, Growth Hacking, ROI Optimization, PPC etc



Experience in Mobile App and Web Promotions, App Attribution Platforms, Affiliate Tracking Platforms, Google Analytics, Google Adwords, Bing Ads etc



Passionate about creating well designed Business/Marketing plan from product development to execution, user acquisition, marketing analytics, new strategies and solutions for products



My motto is to LEAD (Learn, Evolve, Apply and Deliver)

# DETAILED OVERVIEW

## **Digital Communication Experience:**

I have been experience in product development for my organization for different clients. I have worked with graphic team to decide the user flow with the help of wire frames as per the business requirements, content team for content writing, delivery team for delivering digital campaigns.

## **Paid Marketing Experience:**

I have experience in paid marketing for lot of clients, with an objective of optimized ROI and user acquisition. For Paid Marketing, I have helped my team members from planning to execution with the help of Affiliate Marketing, Google AdWords, BingAds, FB Ads, Email Marketing, SMS Marketing, DSPs, Video Marketing etc.

## **Growth Hacking Experience:**

I have experience in Growth hacking, by identifying internally all the possible opportunity for revenue generation which might have been left open ended and also to identify new growth opportunities like paid marketing, which helps towards the end goal of the funnel, User's behaviour throughout and understanding their course of action towards funnel activities, and then with the help of A/B testing identifying the best way to optimize it thereby increasing the conversion ratio.

## **Marketing Strategy Experience:**

I have helped my organization for building up marketing strategy for their clients and have got the opportunity to work for some premium clientele like SBI, Vijaya Bank, ICICI, Lybrate, NIIT, Zivame, Zomato, Paytm, Club Mahindra, Royal Sundaram etc.

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# DETAILED OVERVIEW

## **Project Management Experience:**

I have very good understanding of project life cycle and have involved myself in some of the in-house projects of Expletus Media Pvt Ltd likes SAAS Platforms, Attribution Platforms, Monetization Platform, SMS Platform, Multi-level marketing Apps, Reward Based Applications, Coupon Websites and Apps, Gaming Applications, Healthcare application, where I have understood the business requirement, industry requirements, prepared project planning, coordinated with graphics team for wireframes, logo's etc, Android and iOS team for Mobile Apps, Backend team for proper data storage and scalability of the Applications, and coordinated with entire team to set up the project time line and delivery phases, coordinated with the testing team for bug identification, UI, UX improvements etc., and then finally with the marketing and graphics team to prepare marketing strategies, materials, target audience and segment for product launch and then finally with help of team managed the product with continuous upgradations and improvements in Design, Content, User Flow, Performance etc

## **Publisher Management Experience:**

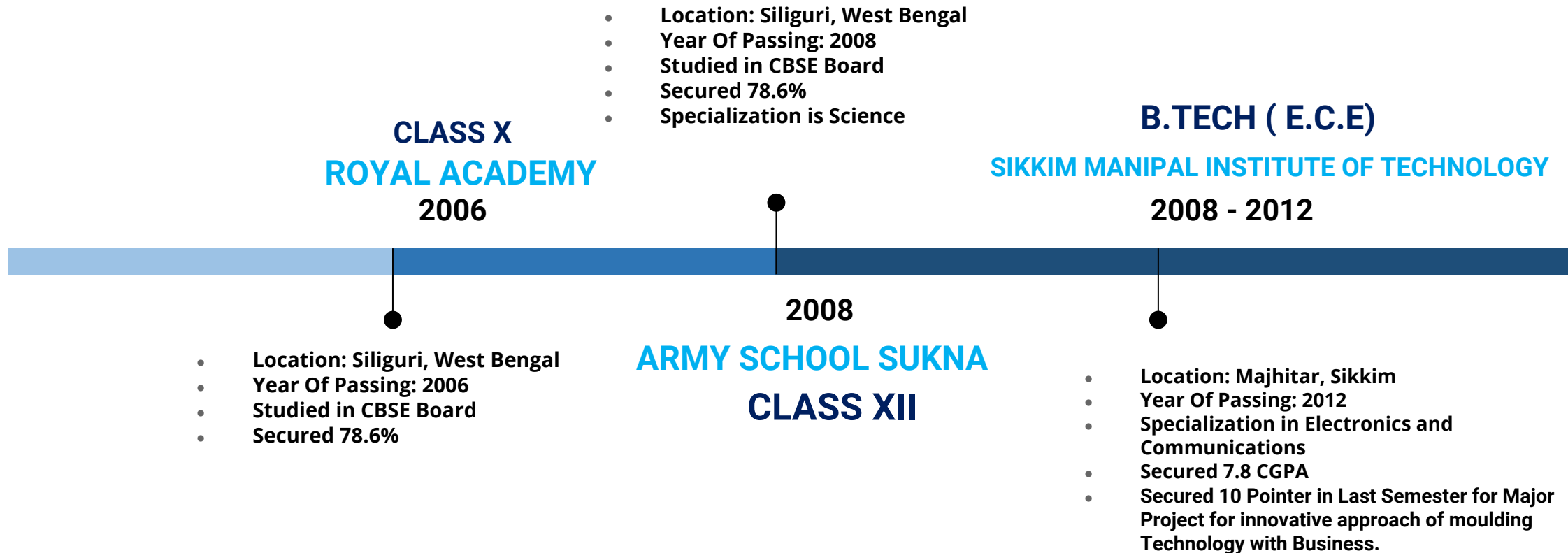
I have helped Get Digital INC both as a Freelancer and Permanent Employee for Setting up their marketing needs in Digital Marketing Space by setting up Publisher Management team for them, which helped to increase the revenue for the organization, and for Expletus Media Pvt Ltd, I've been managing the same since I started working with them and contributed towards revenue and organization growth constantly.

## **Multi Domain Experience:**

I have got the opportunity to work with various start-ups in different domains like Finance, E-Commerce, Automobile, Travel, FMCG, Education, Dating, Insurance, Entertainment, Mobile Apps, Utilities, Healthcare during my career with Expletus Media Pvt Ltd, and have got the opportunity to get engaged in user acquisition, Lead Generation, email Marketing, SMS Marketing, Paid Marketing etc.



# EDUCATION OVERVIEW



# EMPLOYMENT OVERVIEW

- Working in Office of Strategy Management
- Experience Business Analysis
- Experience Finance Analysis
- Creating Business Plan

## Freelance Digital Marketer May'13- Apr'15

- Executing Digital Marketing Campaigns
- Creating Marketing Plans and Strategy
- Managing Affiliate Marketing
- Managing App and Web Promotions
- Setting Tracking tools like Hasoffers and Appsflyer etc

## Aug'12- Apr'15 FINANCE PMO TCS

- Executing Digital Marketing Campaigns
- Creating Marketing Plans and Strategy
- Managing Affiliate Marketing
- Worked for Clients like Amazon, FlipKart, TaskBob, LocalBanya, JMD Solutions etc

May'15- Jul'15

## Digital Marketing Manager Get Digital INC

## Expletus Media Pvt Ltd Digital Marketing Head Aug'15 - Present

- Managing 7+ Team members
- Working for Performance Marketing
- Working towards ROI Optimization
- Handling entire Affiliate Marketing
- Involved in Product Planning, Branding and Management
- Involved in Strategic and Media Planning
- Handling all Paid Marketing Executions Mobile and Web
- Using Google Adwords, Social Media Marketing, SEM, Email and SMS Marketing, Appsflyer, Google Analytics etc.

# EMPLOYMENT HISTORY

## **Digital Marketing Head | Expletus Media Pvt Ltd | Aug'15 – Present | New Delhi**

Responsible for handling all Digital Marketing, Affiliate Marketing, Performance Marketing, Media Planning, Segment Targeting, Product Branding, Marketing and Management, B2C, B2B, Social Media Marketing, Publisher Management, Strategic Planning and Building.

Responsible for Product development with the developers and explaining them about business goals and usability from user point of view. Involved in most of the product development along with ASO, Product Branding, Product Management and Product Marketing, User Acquisition, Segment Targeting and Strategy Building.

Experience in all Domains Finance, E-Commerce, Automobile, Travel, FMCG, Education, Dating, Insurance, Entertainment, Mobile Apps, Utilities, Healthcare etc. and have used all promotional medium such as Affiliate Marketing, Display Marketing, Performance Marketing, Google Adwords, BingAds, RTB, Social Media Marketing, Email Marketing, SMS Marketing, Mobile Marketing, Video Marketing etc.

There are applications which I helped to reach 5M+ downloads in Google Play Store, with the help of Paid Marketing medium.

## **Digital Marketing Manager | Get Digital INC | May'15 – Jul'15 | Gurgaon**

I have driven Amazon Affiliate Program, FlipKart Affiliate Program, CJ Affiliate Program, Application Promotions, Offer Management and helped the company to set up the entire Hasoffers platform (Tracking tool used in Affiliate Marketing) and many other processes which helped them with better management.

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# EMPLOYMENT HISTORY

## **Digital Marketing Freelancing | May'13 – Apr'15 | Pune**

Due to my interest in Digital Marketing, I started working as a freelancer in Digital Marketing for some companies like TaskBob, LocalBanya, TinyOwl, Amazon, Flipkart etc. I promoted their digital marketing campaigns and also helped them with affiliate marketing.

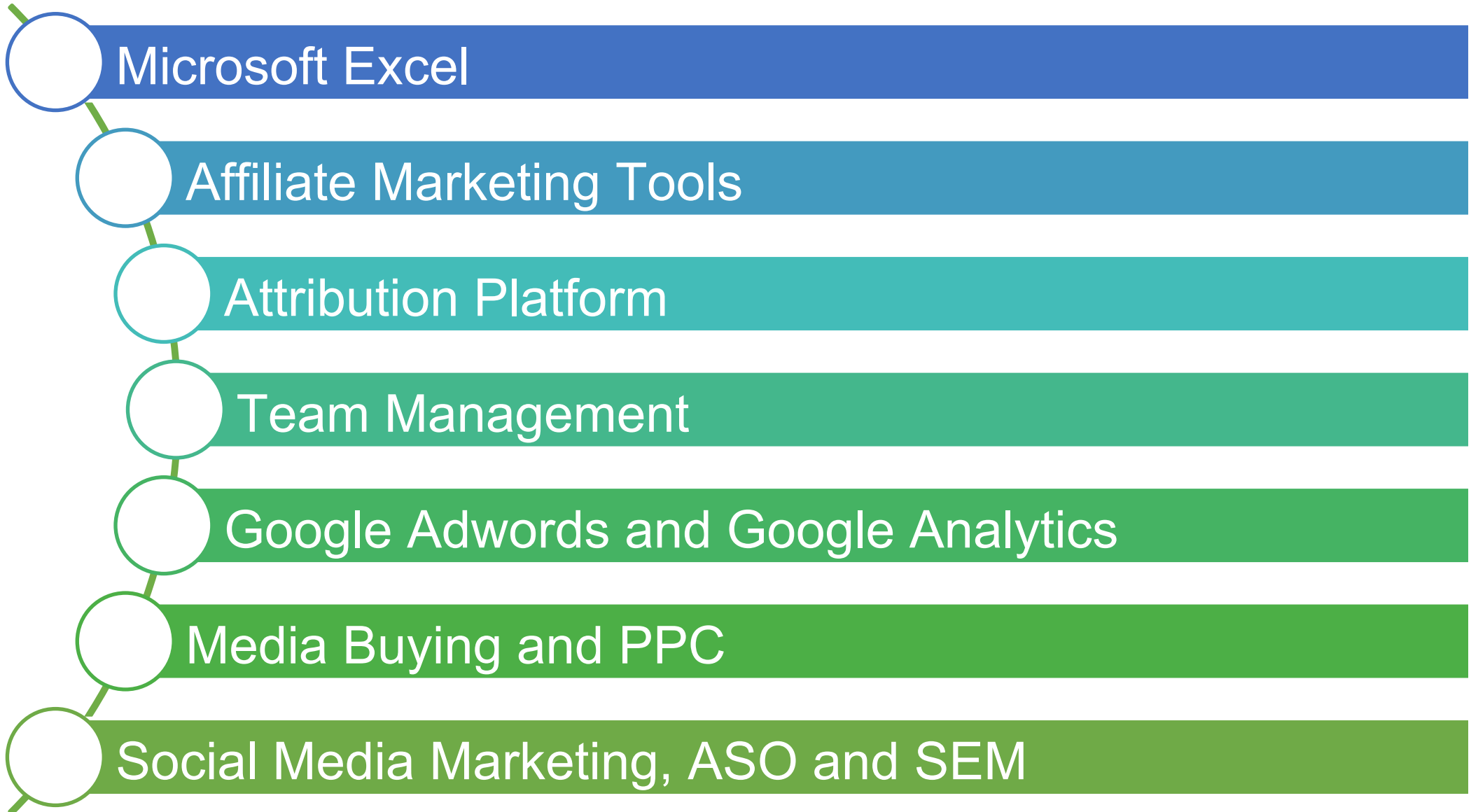
I was engaged in setting up Marketing Strategy, Marketing Plan, Marketing Analytics, digital marketing campaigns, Affiliate Marketing, Application Install, Google Adwords, Offline Marketing for some companies as well.

## **Finance PMO | Tata Consultancy Services | Aug'12 – Apr'15 | Pune**

Worked as a Financial and Business Analyst under Global Head and Vice President of TCS in an Office of Strategy Management.

My Role was to prepare business Plans, follow-ups with Business Domain Managers for Pipeline Business Deals, Comparison between Projected Revenue and Actual Revenue and headcount, follow-ups with domain heads for bridging the Gap for Revenues.

# PROFESSIONAL SKILLS



# MY PLAN TOWARDS GROWTH

*I analyze:*

- Product Portfolio
- Customer Life Cycle
- Existing Market
- Competition
- Product Portfolio, etc.

*Objectives and Goals for  
"Marketing" is set against  
outcome measurement.  
Relevant KPIs are defined.*

*Based on the Objectives and  
Analysis, Right Targeting is defined  
for existing/new market reach.*



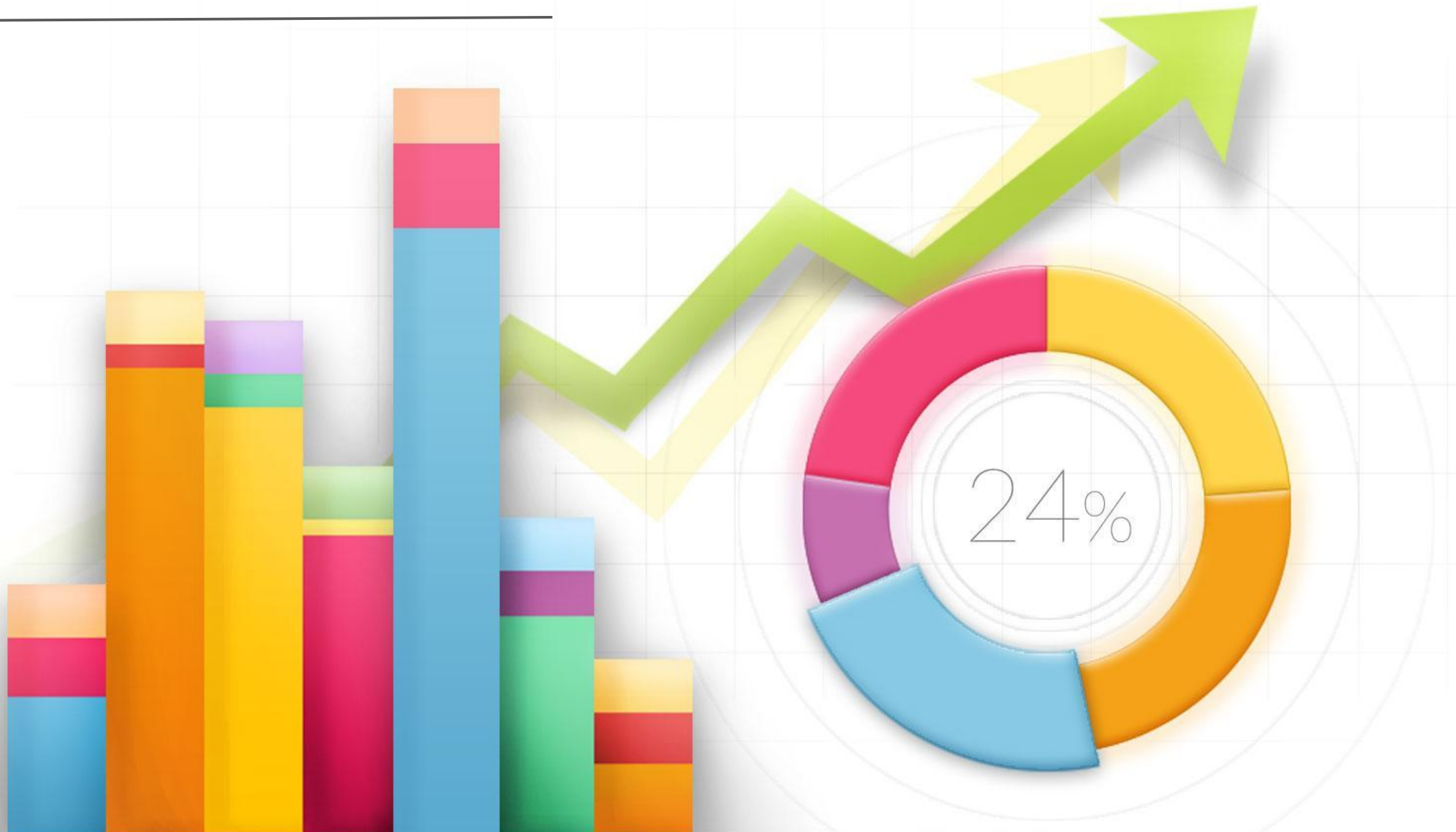
*Strategies are made to Retain existing  
customers, Reach new customers,  
bridging the customer life cycle  
loopholes and for marketing  
automation.*

*Marketing Plan is executed in  
different channels based on the  
plan. Results achieved are then  
mapped against the Objectives.*

**THE PROCESS IS REPEATED AGAIN UNTIL COMPLETE  
OPTIMIZATION AND ROI IS ACHIEVED.**

# ***Few Client Case Studies***

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Client: ICICI Bank  
Sector: Banking  
Country: India

App  
Transaction

## Objective

Reach Online  
Transactors in India

KPI: Get users to  
Load Money on ICICI  
Pockets Wallet

## Challenges

Huge Competition in  
this space with  
Paytm, Mobikwik,  
Freecharge and  
Others.

Users are still  
hunting for discounts  
and loyalty with a  
brand is low.

## Results

### I focused on Quality

Campaign Duration:  
2 Months

Clicks - 730K  
Installs - 25K  
Load Money -  
15-20%





Client: DailyHunt  
Sector: News and Magazine  
Country: India

Apk  
Download

## Objective

## Challenges

## Results

Reach New User  
Segment in Indian  
Market (Offline)

KPI: Get users to  
Install Daily Hunt.

Almost all the  
possible offline  
opportunities were  
explored by  
Dailyhunt.

I tied up with  
Reliance Jio

Campaign Duration:  
August 2017 -  
Present

All Reliance Jio  
outlets now promote  
Dailyhunt. 1500 daily  
installs is achieved.



Client: HouseJoy  
Sector: On Demand Home Services  
Country: India

**App  
Transaction**

## Objective

Get Transacting users on HouseJoy app from Top 6-7 cities in India

KPI: Transactions on HouseJoy App

## Challenges

Users generally want to avail beauty services(best performing category in housejoy) via visiting.

## Results

I focused on local apps publishers with local content

Campaign Duration:  
August 2017 - Present

Sales - Achieved around 80-150 sales every month



Client: Lybrate  
Sector: Health and Wellness  
Country: India

## App Engagement

### Objective

Get Health Users to engage with the App

KPI: Get Health Users to ask health questions on App

### Challenges

Health is a need based service and users generally ask when a problem arises.

### Results

I promoted banners on app publishers and incentivised users to ask questions

Campaign Duration:  
Aug 2017 - Present

We give around 5000 health questions/month



Client: Lybrate  
Sector: Health and Wellness  
Country: India

**Lead  
Generation**

## Objective

To generate leads for  
Lab Tests

## Challenges

With so many brands  
competing for “Lab  
Tests” in the same  
space, it is difficult to  
optimise and  
generate leads at  
scale

## Results

Campaign Duration:  
Ongoing

**I helped them reach  
around 3000+ Leads  
every month**

# MY COORDINATES



arunchachan@outlook.com



+91 8800580333/ +91 8505846555



<https://linkedin.com/in/arunchachan>



NEW DELHI