

# SIDDHARTH DUTTA



**Address:** Delhi

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## Professional Summary

Results-driven marketing professional with 6+ years of experience in digital product marketing and management. Skilled in driving growth through organic and paid channels, managing key client relationships, and delivering data-driven insights. Adept at working with multicultural teams and international clients, with a strong commitment to staying current with industry trends. Open to relocation to UAE for roles in dynamic, fast-growing industries

## Experience

### Marketing Account Manager

September 2024 to Present

#### eXo Media

- Successfully managed marketing strategies for small and medium-sized businesses (SMBs), helping them achieve growth and branding objectives through targeted digital solutions
- Handled CRM operations, ensuring smooth communication flow, lead nurturing, and improved customer retention
- Developed personalized email marketing campaigns that increased client engagement by 3%
- Spearheaded SEO strategies that improved organic search rankings for SMB clients, leading to a 10% increase in organic traffic within 1 month
- Managed paid marketing campaigns, optimizing for ROI through Google Ads and social media platforms
- Led the execution of paid marketing strategies across Google Ads, Facebook Ads, and LinkedIn, achieving a 4% improvement in conversion rates and a significant reduction in cost-per-click (CPC) for SMB clients
- Used Google Analytics, SEMrush, and HubSpot to track, analyze, and report on campaign performance, adjusting strategies based on data insights to continuously improve client KPIs
- Maintained strong relationships with SMB clients by delivering customized solutions and proactive communication
- Identified and upsold additional services, contributing to revenue growth
- Conducted market research and analyzed industry trends to ensure clients' campaigns remained competitive and aligned with evolving market conditions.

### Sr. Associate - Marketing Operations

October 2020 to August 2024

#### Chegg India

- Developed and implemented strategies across social, paid, and organic channels, improving conversions by 5%
- Managed stakeholder relationships, optimizing content for blogs and social media posts, leading to a 12% increase in user engagement
- Conducted keyword research using Semrush, Ahrefs, Similarweb, and Google Keyword Planner, identifying new content opportunities that boosted organic search visibility by 7%
- Executed email marketing campaigns, driving a 15% increase in user acquisition in the EdTech sector
- Analyzed key performance indicators (KPIs) such as email open rate, traffic, and conversions, providing actionable insights to senior management.

### Analyst (Ad Operations)

June 2018 to October 2020

#### Cognizant Technology Solutions

- Optimized AdWords campaigns for a real estate client, achieving a 64% click-through rate (CTR) over a 12-month period

- Created and managed text and display ads, achieving a 5.24% growth in campaign performance over six months
- Worked with cross-functional teams to align marketing efforts with broader business goals, ensuring cohesive execution of digital campaigns.

## Education

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**Executive Program : Brand Management**, April 2024

IIT - Delhi

**MBA/PGDM : Marketing**, March 2022

**Narsee Monjee Institute of Management and Sciences**

**Bachelor of Arts : Economics**, March 2016

**University of Delhi**

## Skills

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- Data-driven decision making
- Marketing automation proficiency
- Budget management
- Search engine optimization
- Project management
- CRM software knowledge
- Web Analytics
- Content creation
- E-commerce integration
- Brand development
- Paid advertising strategies
- Social media management
- Market Research Analysis

## Hobbies and Interests

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Technology Business Writing Cricket

## Certifications

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- Google AdWords: Fundamentals, Search, Display, and Mobile (2020)
- HubSpot: Advanced SEO (2023)

## Global Market Adaptation

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Experienced in collaborating with international clients and adapting marketing strategies to suit global markets. Familiar with the dynamics of diverse, multicultural environments and passionate about working in high-growth regions like the UAE.

## Soft Skills

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Experienced in collaborating with international clients and stakeholders.

Familiar with the dynamics of diverse, multicultural environments.

Strong communication and interpersonal skills. Managing tasks and problem-solving skills.

Ability to adapt and learn quickly.

Cross-cultural communication, time management and presentation.