

SREYAN MULLICK CHOWDHURY

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FULL FUNNEL MARKETER/ STRATEGIST

A well-rounded marketer experienced in digital and brand marketing. In my current role, I've led B2B marketing programs covering performance campaigns, content marketing, and automations that have resulted in **35-45% growth in the sales pipeline YoY**. Previously, I have also managed consumer and enterprise brands, developing communication plans and executing campaigns across channels.

Known for being resourceful, research-oriented, and process-driven, I excel at setting up efficient systems that help marketing teams be more productive and get the ball rolling faster.

SKILLS

Areas of Expertise: GTM Implementation, Communication Planning, Positioning & Messaging, Campaign Strategy, CRM & Automations, Data Analytics, Market Research

Technical Skills: Campaign Management - Google, LinkedIn, Facebook, Instagram
CRM & Automations - Zoho CRM, Hubspot, WebEngage, Zapier
Web Analytics - Google Analytics, SEM Rush, Hootsuite, Hotjar
Data Analysis & Reporting - MS Excel, Looker Studio, Power BI, SPSS, R Studio

WORK EXPERIENCE

Digital Marketing Manager
Red Bangle

Feb 2023 - present
Bengaluru, India

Leads the marketing activities of Red Bangle, a brand content agency and oversees the digital marketing projects for clients. The role entails cross-functional responsibilities that require liaising with various stakeholders across leadership, business development, creative, technology, servicing and client teams

- Conducted in-depth market research and competitive analysis, laying the groundwork for a critical **repositioning exercise** for the India business and the GTM for the launch of new services in the US
- Led the **launch of two new websites** tailored for the global and India markets, from developing user flows and wireframes to design reviews and content development
- Implemented the new GTM strategy with a mix of performance & content marketing, and PR activities resulting in a **2.5x growth** in lead generation and **7x growth** in web traffic, post launch
- Developed a **full conversion funnel strategy** including lead scoring and lead nurturing programs and managed it end-to-end from user flow setup, database management and comms development

Digital Marketing Coordinator
Red Bangle

Feb 2022 - Jan 2023
Bengaluru, India

Set up a lean digital marketing system from scratch. Coordinated with both internal and external creative teams/agencies for designing landing pages, sales collaterals, social media content and email campaigns

- Developed landing pages and used heatmap tools and analytics to optimise page conversions
- Generated around **45-50 qualified leads** per quarter through SEM and email marketing
- Created **sales decks, case study** documents and other sales collaterals
- Led CRM administration and automations to optimise sales processes and minimize lead wastage

Account Lead

Schbang

Aug 2021 - Dec 2021

Bengaluru, India

Led a team of digital strategists and social media managers handling digital brand comms and social media for a family of brands under the **Amazon India Ecosystem - Seller Services, Karigar and Newsroom**

- Revamped the Youtube content strategy for Amazon Seller Services India and launched new content buckets that helped gain **11000+ subscribers** in the first two months
- Developed social media and performance marketing campaigns to boost seller onboarding during the build up to the Amazon Great Indian Festival
- Developed the strategy and led the execution of Amazon India News' Diwali Campaign that has over **5 million views** on Youtube and a similar reception on Instagram and Facebook

Client Partner

Red Bangle

Sep 2019 - Jul 2021

Bengaluru, India

Client servicing partner to key accounts for a video content agency. Managed an INR 1.5 Cr revenue portfolio, comprising of clients such as Metro Wholesale, Wipro Technologies, Indeed India, MyGate and Vymo.

- Delivered major video campaigns for brands to video content for SAAS products, across the funnel
- Contributed significantly to the planning and development of the in-house project management and delivery platform, coordinating activities such as user research, journey mapping and onboarding
- Recognised with a **"The Game Changer"** award (2021) for contributing to business growth and contributions in setting up workflows and critical business processes

Brand Associate

Rediffusion Brand Solutions

Nov 2018 - Sep 2019

Kolkata, India

Client servicing executive to the house of brands under Nuvoco (formerly Lafarge India). Managed the brand communication for their cement brands (Duraguard, PSC, Concreto), construction chemical (ZeroM) and corporate.

- Assisted in planning and led implementation of two product launches and one corporate campaign
- Managed the operations for brand identity overhaul of Nuvoco Corporate and ZeroM
- Assisted in consumer research for various multi-agency campaign pitches

Business Owner

The Anon. Productions

May 2016 - Aug 2018

Kolkata, India

Co-founded a video production business and created over 300+ videos for product marketing, fundraising and events. Managed a team of 10 full-time staff and over 25 freelance collaborators. Led the business development and client servicing function.

HIGHER EDUCATION

Marketing Communications

Post Graduate Diploma
St. Xavier's College, Kolkata

Completed post graduate diploma in marketing with focus on communication and advertising strategy

Economics

Bachelors of Science
RKM Residential College, Kolkata

Completed bachelors degree in Economics major with Statistics & Mathematics as minors