



RENU YADAV

INNOVATIVE STRATEGIST,
DATA-DRIVEN MARKETER



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CORE COMPETENCIES

- Strategic Leadership | Business Development | Brand Strategy
- Cross-functional Team Leadership | Growth Hacking | Digital Marketing
- Campaign Management | Stakeholder Management | Revenue Optimization
- Market Positioning | Data Analytics & Decision Making | Client Relationship Management
- Innovation & Transformation | Integrated Marketing | Executive Mentoring & Coaching

EXECUTIVE PROFILE

A dynamic and results-oriented senior executive with **over 15 years of experience in PR, Marketing, Brand Management, and Business Development**. Proven expertise in **strategic planning, cross-functional leadership**, and delivering **data-driven digital marketing strategies** that consistently achieve high ROI across diverse industries including **IT, Healthcare, Agri, Education, Gaming, and Consumer Goods & Electronics**.

Exceptional track record in **transformational leadership**, driving organizational growth, optimizing brand positioning, and fostering high-performing teams. Skilled in executing **ATL, TTL, and BTL marketing strategies**, leading **innovative digital campaigns**, and managing **high-profile client relationships**. Adept at navigating competitive markets and identifying new revenue streams through **growth hacking, campaign management, and business development**.

PROFESSIONAL EXPERIENCE

Chief Digital Strategist | CosMark Media Pvt Ltd, Chandigarh, India

August 2019 – Present

Industries: Agri-tech, B2B, D2C

Clients: PI Industries, UPL India, Advanta Forages, Corteva Agriscience, Alltech, TechAct, UrbanMooch, Political Candidates

- Spearhead the development and execution of **high-impact digital marketing strategies** for top-tier clients in the **agri-tech, political, and consumer goods** sectors, driving **transformational business growth and brand equity**.
- Manage a **multi-functional team of 35+ professionals**, fostering a culture of **collaboration, innovation, and performance excellence** to meet **business KPIs**.
- Successfully designed and implemented **data-driven campaigns** and **growth strategies**, delivering **highly measurable results** including **52% revenue growth** for a leading agri-brand within the first year.
- Directed cross-functional teams for **brand repositioning, audience targeting, and customer retention**, enhancing **brand visibility and engagement** across **digital and social platforms**.

Marketing Director | FEIH Campaign Management Pvt Ltd, Chandigarh, India

April 2018 – June 2019

Industry: Political Campaigns, B2C

Clients: Political Candidates & Parties

- Led the marketing and strategic planning efforts for political campaigns, achieving a 40% increase in voter engagement and successful brand positioning for clients.
- Implemented multi-channel digital strategies, integrating social media marketing, email campaigns, and data analytics to optimize campaign outreach and lead conversion.
- Managed a diverse team and external vendors, ensuring smooth execution of end-to-end campaign management, from ideation to execution.

Brand Manager | Chandigarh Group of Colleges, Jhanjeri Mohali, India

September 2019 – November 2019

Industry: Education, B2C

Clients: Political Candidates & Parties

- Directed the strategic planning and execution of college-wide brand campaigns, managing key events and initiatives aligned with student recruitment and community engagement.
- Implemented comprehensive digital marketing and social media strategies to increase awareness, resulting in a 15% increase in student inquiries within 3 months.

Senior Digital Marketing & Business Manager | DesignBoxed Creatives Pvt Ltd, Chandigarh, India

January 2017 – February 2018

Industry: Government & NGO, B2C

Clients: Political Candidates, Parties, Special Task Force (STF) Punjab, Punjab Police

- **Campaign Leadership:** Managed campaigns focused on awareness, enforcement, and de-addiction as part of Punjab's Drug Free Punjab initiative, utilizing digital media for advocacy and education.
- **Cross-functional Leadership:** Collaborated with senior leaders to shape the digital strategy, while overseeing a team of marketers and creatives to ensure project execution and conflict resolution.
- **Successfully won every political campaign** executed for clients, delivering strategic digital solutions that drove voter engagement, enhanced brand visibility, and secured electoral victories.

Team Lead – Online Marketing | Acknown Technologies Pvt Ltd, Gurgaon, India

October 2013 – February 2015

Industry: Hospitality, B2B, B2C

Clients: ThinkHotels.com, Shaftesbury Hotels, Park Grand (London)

- Managed digital marketing campaigns for high-profile clients in the hospitality industry, consistently exceeding KPIs for traffic growth and conversion rates.
- Provided data-driven insights to guide client decision-making and strategy formulation, increasing client retention and satisfaction.

EARLY CAREER ROLES

Senior Digital Marcomm Specialist | C5i, Bangalore, India

April 2012 – October 2013

Industry: Corporate Brands, B2B

Clients: Microsoft India, Boehringer Ingelheim, American National, Assetz Home

Web Marketing Analyst | Nvish Solutions Pvt Ltd, Chandigarh, India

September 2010 – February 2012

Industry: Gaming, B2C

Client: Sony Computer Entertainment (PlayStation)

Associate Web Designer - SEO Analyst | Karin Informatics Pvt. Ltd., Chandigarh, India

August 2009 – September 2010

Web Processor Executive | Megrisoft Pvt. Ltd., Chandigarh, India

May 2008 – August 2009

KEY ACHIEVEMENTS

- **Revenue Growth:** Led digital marketing strategies that resulted in a **52% increase in revenue** for key clients within the first year of campaign execution.
- **Lead Generation Excellence:** Successfully drove **10,000+ qualified leads** through a combination of SEO, content marketing, and paid media campaigns.
- **Team Leadership:** Built and managed **high-performance teams of 30+**, providing mentorship and guidance that resulted in enhanced productivity and successful campaign outcomes.
- **Award-Winning Campaigns:** Developed and executed **award-winning digital marketing campaigns** recognized for high engagement and impactful results.
- **Client Success:** Cultivated long-term relationships with key clients, leading to increased client retention and repeat business.

PROMOTIONS & AWARDS

- Promoted to Web Marketing Analyst for exceptional contribution to the E3 campaign success.
- **Twice nominated for Employee of the Month** (2011 & 2012) at Nvish Solutions for outstanding performance during PlayStation's E3 event and other key campaigns.
- **Client Recognition:** Received praise for timely delivery and excellent feedback during the E3 Gaming Event (2011).

DIGITAL MARKETING EXCELLENCE

- Led the SEI 100 Campaign (2013) for the Social Media Effectiveness Index, exceeding lead generation targets and providing valuable insights on the social media performance of Fortune 500 brands.
- Part of the winning team at the BEES International Award (2013) for Best Social Media Marketing Theory, recognized for innovative and impactful social media strategies.

EDUCATION

Postgraduate Diploma in Management (Executive)

K.J. Somaiya Institute of Management Studies & Research, Mumbai, India
2015 – 2016

PGDCA (Post Graduate Diploma in Computer Applications)

DAV College, Chandigarh, Punjab University, India
2007- 2008

B.Sc. (General Science)

Government College for Girls, Chandigarh, Punjab University, India
2004 – 2007

RESEARCH EXPERIENCE

Research Assistant, National Institute of Smart Government, India

April 2015 – May 2015

- Conducted a market research study on government employees' behavior, including primary and secondary data collection, data analysis using SPSS, and presenting insights to senior research analysts.
- Created data-driven reports and recommendations that contributed to policy adjustments in public sector organizations.

Marketing and Brand Management Intern, Godavari Biorefineries Limited, Mumbai, India

June 2015 – August 2015

- Conducted a market analysis on commodity branding and distribution strategies for food preservatives.
- Studied consumer behavior for commodity products and assisted in digital strategy formulation using Google Analytics and SPSS.
- Prepared a positioning strategy report for a new ready-to-drink sugarcane juice product based on consumer research findings.

CERTIFICATIONS

- **Six Sigma Greenbelt Certified** – KPMG
- **Google AdWords & Google Analytics Certification**
- **Certificate in Web Designing** — CYPTEC, Chandigarh
- **Certificate Course in JAVA** — CYPTEC, Chandigarh
- **Advanced Java Programming** — NIIT, Chandigarh
- **Awarded Certificate of Appreciation by VCAN** (V Citizens Action Network) in recognition of support for Government of India initiatives.

INDUSTRIAL VISITS

- Rural Immersion at Amul Plant (Anand, Gujarat) – Gained hands-on insights into commodity branding and distribution strategies.
- Godavari Biorefineries Ltd. (Sameerwadi, Karnataka) – Learned about marketing and distribution in the biofuel industry, enhancing cross-industry marketing understanding.

TECHNICAL SKILLS

- **Digital Marketing Tools:** Google Analytics, SEMrush, HubSpot, Hootsuite, Google Ads, Facebook Ads, LinkedIn Ads, Marketo
- **Data Analytics:** SPSS, Python, Excel
- **SEO/SEM:** Keyword Research, Link Building, On-Page/Off-Page Optimization
- **Content Management:** WordPress, Adobe Suite, Canva
- **Project Management:** Asana, Trello, Jira

EXTRA-CURRICULAR ACTIVITIES

- Member of College Cricket Team, Silver Medal at Inter-College Tournament, Ludhiana
- Member of Runner-up Under-19 School Cricket Team

PERSONAL DETAILS

Date of Birth: 25th December 1986

Languages Known: English, Hindi, Punjabi, Spanish

Marital Status: Married