



Shaurya Katoch

Growth Marketer

Experienced Marketing Professional with specialization in Digital - Focused on driving business growth primarily across Pharma, BFSI, OTT, D2H and e-Comm sectors.



shauryakatoch@gmail.com



7073351889



Pune



linkedin.com/in/shauryakatoc
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SKILLS

Google Analytics

AppsFlyer

MS Excel

Facebook Ads Manager

Twitter Ads

Snapchat Ads Manager

TikTok Ads

Google Ads

DoubleClick Campaign
Manager

Google Tag Manager

Facebook Analytics

Clevertap

Moengage

Kaleya

Firebase

LANGUAGES

English

Full Professional Proficiency

Hindi

Full Professional Proficiency

French

Elementary Proficiency

WORK EXPERIENCE

Growth Manager

Saveo.in

06/2021 - Present

Achievements/Tasks

- Designed the overall Retention strategy for the organisation
- Started multiple acquisition channels & responsible for increasing the app install volume by 14% in just a month at same cost
- Started a new team of community managers to create a relationship with the customers and help in getting a realtime feedback on the issues faced

Assistant Manager

Indiabulls Dhani

11/2020 - 05/2021

Areas of Expertise / Key Responsibilities

- Marketing owner for Dhani app's hero product 'OneFreedom' with overall spends of 9.5Cr
- Looking into strategic alliances and partnerships for dhani OneFreedom
- Designed the overall strategy for acquisition and retention for 'OneFreedom' through channels like FB, UAC, SMS, Whatsapp, Email etc
- Further designed the structure to cross sell other dhani products to the existing base of 2.5Cr dhani users

Senior Business Analyst

Merkle Sokrati

09/2018 - 10/2020

Areas of Expertise / Key Responsibilities

- Managed an overall marketing strategy for clients like Tata Sky, Kotak 811, ALTBalaji, ESPN etc. across verticals with monthly spends of \$700K + in India and across other international geos like USA, Canada, MEA etc
- Worked closely with Facebook LCS Team on a large scale performance & branding campaigns for clients BFSI, OTT & eComm Vertical
- Cross-sell/Up-sell for scaling up digital operations for clients in line with their business objectives
- Worked on multiple BD plans and audits, right from preparing the plan and strategy to pitching the client

EDUCATION

BTech - Information Technology

Manipal University Jaipur

2014 - 2018