



ROHAN BABU

Fractional Chief Marketing Officer

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Bangalore, Karnataka, India

EDUCATION

Growth Marketing

GrowthX

Feb 2022 - Apr 2022

GrowthX members are founders, growth, product & marketing leaders, from the top product companies in the world. It is a community where the top founders & operators come to accelerate their companies & careers

General Management

Programme

IIM, Lucknow

Apr 2012 - Mar 2013

A one year general management program based out of Lucknow campus

Bachelor of

Management Studies

Wilson College, Mumbai

Apr 2001 - Mar 2003

EXPERTISE

Digital Marketing, Growth Marketing, Brand Management, Marketing Communications, GTM, SEM and SEO, Social Media Management, User Research, Content Marketing, Online Reputation Management & Media Planning

LANGUAGES

English, Hindi, Marathi & Malayalam

ABOUT ME

I have worked with brands like Audi, Reliance, Putzmeister and a few advertising agencies for more than 17 years and have successfully launched products and services. My marketing campaigns have (a) increased market share (b) increased brand loyalty and (c) decreased churn.

EXPERIENCE

Feb 2022- Present
Working Independently with 11 clients, Bangalore

Fractional CMO

- Built a lead pipeline of 172 B2B companies for a health tech client via email marketing where cold emails had an open rate of 23% in 90 days
- Developed and implemented a growth marketing model for a B2B SaaS brand which resulted in customer lead conversion growing from 5% to 23% in 60 days
- Aligned 8-member marketing team to purpose, Northstar metric and processes. Resulted in improved employee satisfaction; better quality of output & thinking.
- Conducted a marketing audit for a US-based MNC. This resulted in identifying gaps between information, ownership and outcome. Defined a clear set of actions for implementation
- Defining the founder brand framework for a set of founders who are busy building but never had the time to play the infinite game.
- Increased my per-hour income by 5x when compared to my corporate job's salary

Sept 2021 - Dec 2021
Amura Health | Chennai
Marketing Director

- Contribute to the zero CAC goal of customer acquisition
- Conceptualized the global website integrated into a customized CRM at the backend
- Aligned community-centred mini-campaigns to engagement objectives
- Launched a new product and implemented an acquisition and onboarding roadmap

Apr 2017 - Nov 2021
Putzmeister | Goa
Deputy General Manager, Digital

- Successfully launched and developed a brand-new responsive and cutting-edge global website on a viable CMS platform + cloud server with multiple global regions, and languages & streamlining over 800 product information within 15 months by following Project Management principles. Final result: <https://www.putzmeister.com/web/india>

- Achieved online sales for a difficult category like construction equipment exceeding targets by 66% for FY 2018 & FY 2019
- Implemented marketing automation by shortlisting Salesforce Pardot & capturing valuable customer information while building the customer lifetime value mapping. Unfortunately, this project hasn't gone live till the last date of my work life.
- Implemented Field Service Lightning module on Salesforce that resulted in increased efficiency of service engineers, increased customer satisfaction & saving of Euros 10,000 annually for the service business

○ Nov 2013 – Mar 2017

Audi India | Mumbai

Senior Manager, Digital Marketing

- Played a pivotal role in setting the digital agenda & vision for the brand on an annual basis by placing the consumer at the heart of all things digital at Audi India (including 42 dealerships); achieved online sales of luxury cars worth INR 192 MN in FY 2015 & 12% customer loyalty via a mix of performance, direct and affiliate marketing. Single-handedly increased budgets on the digital medium by almost 75% in 3 years.
- Implemented the practice of customer data-driven marketing with a projected sales potential of 584 cars in 6 years consistently retaining market share and brand scores above 8 points for over 10 quarters with the help of impactful marketing communication. Also, co-created a customer data lake where all information about the customer is available at a single click across the Audi business touchpoints.
- Initiated, coordinated & maintained a customer-centric focus on digital marketing through Salesforce CRM; defined metrics & collection of data, developed processes, reporting, and tracking features for better attribution of marketing activities.
- Implemented programs across India that resulted in positive social media consumer experience consistently; experimented, failed, and innovated which got both brickbats and awards; Set social media crisis management protocols and training through the Online Reputation Management tool which increased first response by the brand to almost 95% of all customer complaints 16x7.

○ Nov 2011 – Nov 2013

Reliance Communications | Mumbai

Senior Manager, Digital Marketing

- Increased Unique users on Reliance World & digital brand assets using ATL & Digital marketing by 13% YOY; worked as a key member of the Digital Leadership team formed to set benchmarks on digital practices at Reliance Communication.
- Effectively led and managed the digital mandate entailing complete website redesign, consumer-first processes, meaningful new media initiatives, identification & selection of partners, and executed campaigns across paid, owned, and earned media basis annual strategy of the brand.
- Strategically maximized ROI on media and Digital spending interfaced with media, creative agencies, and commercial teams along with successfully achieving online sales of INR 10 MN.
- Successfully made a case for Online Reputation Management wherein complaints of high ARPU users were identified in real-time and mapped to real-world business problems like diesel shortage in specific telecom towers where high ARPU users resided.

TOP 5 CLIFTON STRENGTHS

1. Relator
2. Input
3. Responsibility
4. Individualistic
5. Futuristic

SOCIAL MEDIA

 <https://twitter.com/rohanbabu>

 <https://www.instagram.com/rohanbabu>

 <https://www.linkedin.com/in/rohanbabu>

HOBBIES

- I write poetry and I'm working towards publishing my poetry book. I love travelling and photography. A combination of poetry, travelling and photography skills can be seen on my Instagram.
- I love to read and listen to music. Non-fiction is my goto reading material and very recently I have shifted my focus to fiction.
- I love cinema. Here is a link of my old blog when I used to write about all the movies I saw.
- I love cycling, working out and staying fit

ASK ME ABOUT

- How I lost 25 kgs over the past 1.5 years
- My transformation journey of becoming a better human being
- The life lessons I have learnt by being a solopreneur and working as a Fractional CMO
- How I ended up studying religion for 2 years in a theological seminary & volunteered for an NGO
- How I ended up travelling for a month from Dec 2021 to Jan 2022 by driving from Chennai to Uttarakhand