



Rohan Raman

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Languages: Fluent in English and Hindi

SUMMARY

- A data-driven, AGILE, digital marketer with 4+ years of experience developing customer-centric, e-commerce brands with a key focus on brand management, performance marketing, growth marketing, UX, and SEO.
- Proficient in delivering effective marketing strategies and consumer insights, combined with the latest in MarTech, including Google Analytics, Salesforce, MoEngage, Buffer, Ahrefs, Klaviyo, MailChimp, Shopify, Hotjar, and more.
- I'm attentive to detail, dynamic, and cross-functional, with the ability to address varying demands across global stakeholders.

PROFESSIONAL EXPERIENCE

Fourth Frontier / Growth Marketing Manager / Full-Time (In-Office) / Bengaluru, India

Jan '23 – Feb '24

A PIONEERING, GLOBAL HEALTH-TECH COMPANY THAT BUILDS PRODUCTS FOR MONITORING AND IMPROVING HEART HEALTH. RAISED \$10.5M IN SERIES B FROM SMITI HOLDING & TRADING CO./MR. JALAJ DANI.

- Headed and managed lead generation strategies and product marketing initiatives including asset creation like eBooks, quizzes, and demo videos for various consumer touchpoints.
- Managed, analyzed, and optimised the website, by measuring relevant KPIs and analysing shopper insights. Increased website CVR by 0.9% through a full rebrand of the website (21 days TAT), including copywriting, SEO, creatives, and user experience.
- Created, developed, and managed the promotional & editorial calendar for email marketing, social media, and SEO-optimised blog posts. Contributed to 10% of monthly revenue.
- Developed, managed, and continuously optimised digital campaigns and various performance marketing strategies, including SEM, Google Display, and performance marketing campaigns across Meta, X, Google, and LinkedIn, with a key focus on reducing CAC and improving ROAS.
- Collaborated regularly with external agencies, e-commerce partners, and internal teams for deeper insights into consumer behaviour and improved recommendations.

Grab (GrabAds) / Regional Key Accounts / Internship (In-Office) / Singapore, Singapore

June '22 – Dec '22

GRAB IS SOUTHEAST ASIA'S LEADING SUPER-APP, OFFERING DELIVERIES, MOBILITY, FINANCIAL SERVICES, ETC. GRABADS IS THEIR ONLINE AND OFFLINE ADS PLATFORM.

- Built ad strategies for FMCG and QSR clients, including PepsiCo, Unilever Ice Cream, McDonald's, KFC, and Coca-Cola. This included cross-functional initiatives with teams across data, product, and analytics to present ad solutions for clients.
- Simplified complex campaign data into compelling insights, recommendations, and pitch decks to support Key Accounts Managers.

Fourth Frontier / Digital Brand Consultant / Full-Time (Remote - joined during COVID)

July '20 – June '22

- Led customer experience and support single-handedly for the organization with a global customer base of 5,000-6,000 through Intercom and Jira, while ensuring a 12hr FRT on email.
- Independently set up and managed all relevant MarTech tools to automate eCommerce and digital initiatives, including AI chatbot + live chat, email automations, and Shopify workflows.
- Regularly broke down complex medical terms and concepts into easy-to-understand, marketable language.

Hyperlinq Inc. (Now HyperTrader) / Community Manager / Part-Time (Remote)

Feb '19 - Jan '20

THE HYPERTRADER TERMINAL ALLOWS FASTER TRADING AND STREAMLINED WORKFLOWS FOR CRYPTOCURRENCY TRADERS. PART OF YCOMBINATOR SUMMER '21.

- Managed the annual editorial calendar, content generation, and creative design for the blog.
- Developed community engagement strategies and crafted responses to customer feedback.

Radisson Blu / Marketing, Communications, and PR / Internship (In-Office) / Indore, India

April '18 – June '18

RADISSON BLU IS A PART OF THE RADISSON HOTEL GROUP PORTFOLIO.

Mirchi / Marketing and Programming / Internship (In-Office) / Mumbai, India

May '17 – July '17

POPULARLY KNOWN AS RADIO MIRCHI, IT IS ONE OF THE LARGEST INFOTAINMENT COMPANIES IN SOUTH ASIA.

EDUCATION

MSc Marketing Science (*equivalent to MBA*) / Nanyang Technological University

4.67/5.00

FULL-TIME • IN-PERSON • SINGAPORE, SINGAPORE • RANKED 17TH IN THE WORLD FOR BUSINESS

(2021-2023)

Certificate in Entrepreneurship Essentials / Harvard Business School, Harvard University

MERIT CERTIFICATE

ONLINE • RANKED 1ST IN THE WORLD FOR BUSINESS

(SEP '18 - OCT '18)

Bachelor of Business Administration / Prestige Institute of Management & Research

7.91/10.00

FULL-TIME • IN-PERSON • INDORE, INDIA • MAJOR IN MARKETING

(2017-2020)

Grade XII / Commerce with Mathematics / CBSE / Delhi Public School, R.K Puram

82.4%

NEW DELHI, INDIA • FIRST POSITION, INTERNATIONAL BUSINESS MELANGE 2014 • RED TIE FOR EXCELLENCE IN BUSINESS STUDIES • SCHOLAR BADGE FOR EXCELLENCE IN ACADEMICS • VP, BUSINESS STUDIES SOCIETY

(GRADE XII)

Grade X / CBSE / The Lawrence School, Lovedale

9.20/10.00

OOTY, INDIA • PREFECTORIAL BODY

(GRADE X)