

Siddharth Garg

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A multidisciplinary marketer specialising in marketing campaigns, performance marketing and growth models on digital and experiential platforms. I have worked with Food & Beverage, Marketing Agency, High Ticket Consumer Goods Brand, Fashion Retail, Health and Wellness, and E-Commerce platform.

Functional Expertise

- Performance Marketing
- Strategic Marketing Funnel
- Social Media Marketing
- Rapid Growth Experiments
- Design Thinking & Storytelling
- Conversion Rate Optimization (CRO)

Technical Expertise

Marketing Tools: Meta Ads, Google Ads, Amazon & Blinkit Marketplace, SEMrush, Keyword Planner, Google Tag Manager, CMS (Wix, Wordpress, WooCommerce, Shopify), Google Optimizely.

Designing Tools: Canva, Adobe Illustrator, Adobe Photoshop, Adobe Premier Pro, Figma

Marketing Analytical & Automation Tools: Google Analytics, Mixpanel, Segment, Google Data Studio, Excel (Intermediate), SQL (Training in progress), Klaviyo, Hubspot, Zapier

AI Innovations: Prompt Engineering on ChatGPT, Midjourney, and many more.

Work Experience

Digital Marketing Consultant as Freelance | October 2023 - Present

- Working independently with various clients in **strategising and scaling their business digitally**.
- Clientele: Shop Staple, Sleepover Party Shop (US), Ninewatt Coffee, Better Greens, Acai Berry, Moxie Beauty, Independent Music Artist So Dee, Chess Grandmaster Piruth Gupta.

Growth Marketing Manager at Salad Days | July 2022 - October 2023

- Led the **paid and organic marketing efforts** in **revenue growth by 2.5x** over 2022-2023 with strategic cross-channel utilisation on Meta, Google, Zomato and Swiggy.
- Designed **monthly marketing campaigns** notably, new city outlet launch, new menu items, farm and various collaborations **with funnel framework and storytelling**.
- Actively crafted **long form content, engaging social media copy** and adapted **trending strategies**, resulting in **a steady 10% W.O.W. channel growth**.
- Efficiently **allocated monthly marketing budget** of **up to 20 Lacs** across channels.
- Designed **retention model** utilizing offline and online channels **boosting repeat orders by 40%** through various incentive based cross-channel experiments & community building.
- Initiated **influencer program**, collaborating with **200+ creators** in 2 months on barter terms that **scaled organic brand reach by 25%**.
- Overlooked regular **off-page SEO activities** to maintain a **domain authority score of 22**.
- Led seasonal weekly extravaganza to the business, **Slow Down at Salad Days Farm**, **yielding 62.5% in FY22 net profits** by overseeing 24 events in 3 months duration bringing in **800+ guests** through **organic and paid outreach** using Meta Ads and external partnership.
- Developed a marketing team of talented designers and community managers to enhance brand communication capacity and impact of multiple initiatives.

Growth Manager at Näck | June 2021 - July 2022

- **Launched full-funnel performance marketing** channels by planing, executing, and analysing paid campaigns on Meta and Google Search Network for **NUA and retention averaging 80+ monthly orders in year 1 with 24% reorders.**
 - Efficiently allocated **monthly marketing budget** of **up to 10 Lacs** across channels.
 - Support communication team with **planning, developing and executing** monthly marketing campaigns for **social media channels** growing it organically by **9% M.O.M.**
 - Developed attribution based segregated **CRM database** that fed E-mail marketing campaigns using Klaviyo - Implementing a **strategic email marketing** flow to achieve a **40% open rate, 12% CTR, and 25% conversion**, while growing the mailing list from 0 to 3000+.
 - Led the **development of D2C Shopify website** with extensive **customer loyalty program** for end-users and **affiliate program** for content creators/ influencers.
 - Worked closely with the Data team to devise the **North Star Metric** and **KPIs** for Paid Marketing, Email, Social Media, Growth Experiments and Influencers.
 - Regularly **organised growth experiment sprints** and successfully **executed A/B tests** to improve KPIs on various digital touchpoints.
 - Managed **SEO research** for the brand using tools like Keyword planner and SEMrush for organic traffic growth, **growing domain authority score from 0 to 12.**
 - Responsible for **CRO** using **heatmaps and user action trigger events.**
 - Optimize **Amazon Seller Account** for **PPC and product ranking** using competitive keywords and dynamic pricing **taking it from 0 to 50+ orders per month.**
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Digital Marketing Associate at Accenture | September 2020 - June 2021

- **Managed Toys and Nursery product category** for the UK's 2nd largest E-Commerce platform.
 - Majorly **involved in CRO of product pages** by liasoning between POC of various brands and customer feedbacks.
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Sr. Marketing Lead at Grotto India | January 2019 - September 2020

- Defined **brand identity**, crafted digital and print **collaterals**, and formulated compelling **product value propositions** aligned with **strategic GTM strategy.**
 - **Established** company **website, digital channels** and **built a marketing team** to enhance **brand store awareness, support sales target** and **acquire partners, utilizing Paid and Organic** channels on Meta and Google networks.
 - Implemented dynamic campaigns, **mapping KPIs through strategic funnels** to nurture business prospects.
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SMM Specialist at Tuple Predictive Labs | August 2018 - December 2018

- Responsible for **social calendar, content development, ORM, and community building** for various blockchain and crypto based clients.
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Education

Post Graduate Program in Management - Marketing | Full-Time

ICFAI Business School | June 2016 - May 2018

Bachelors in Technology - Electronics and Communication Technology | Full-Time

Deenbandhu Chhotu Ram University of Science & Technology | Aug 2011 - Dec 2015