

Mrunal Mehta

Digital Marketing Specialist

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Digital Marketing professional with 14+ years of experience in providing solutions for brands across earned, owned, & paid channels on digital. Adept in strategising & carving out robust plans to help brands meet their business objectives. Hands-on experience in handling campaigns that involve digital strategies, communication, & mitigation plans. I act as a change agent for brands in their marketing initiatives & campaigns. Be it marketing, operational, or functional issues, working closely with brands as an extension to the core team, I've had the opportunity to think as a brand custodian & act accordingly.

Expertise

Planning & Strategy

●●●●●
Excellent

Business Development

●●●●●
Excellent

App Development

●●●●●
Excellent

Social Media Marketing (Organic & Paid)

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Excellent

Website Creation & Management (CMS)

●●●●●
Excellent

Email Marketing

●●●●●
Excellent

Digital Innovation (AR/VR/IoT/Chatbots)

●●●●●
Very Good

Performance Marketing

●●●●●
Very Good

SEO/SEM

●●●●●
Very Good

Work Experience

2023-02 - Current

Digital Director

OHI Leo Burnett, Muscat

As the Digital Director, I am responsible for leading and overseeing the digital strategy and operations of the organization. I play a critical role in developing and implementing digital initiatives to enhance a brand's online presence, drive customer engagement, and achieve business goals. I also collaborate with various teams to ensure alignment with overall marketing and business strategies.

Key Responsibilities:

- Develop and execute the client's digital strategy, in alignment with broader business objectives
- Oversee the planning, implementation, and optimization of digital marketing campaigns across various channels such as websites, social media, email marketing, search engine marketing (SEM), and display advertising worth over USD 150,000 per month
- Monitor and analyze website and digital marketing performance metrics, making data-driven recommendations for improvement and growth
- Collaborate with cross-functional teams, including marketing, creative, IT, and analytics, to develop and execute integrated digital initiatives
- Manage relationships with external vendors, agencies, and technology partners to ensure seamless execution of digital projects and campaigns
- Develop and maintain digital marketing budgets, track expenses, and ensure cost-effective allocation of resource
- Worked cross-functionally with various departments on projects & pitches
- Lead and mentor a team of digital marketing professionals, providing guidance, support, and performance feedback
- Foster a culture of continuous learning and innovation within the digital team, encouraging experimentation and knowledge sharing

2022-05 - 2023-01

Deputy Vice President

Edelweiss Wealth Management, Mumbai

- Lead the digital sphere that covers performance marketing, SEO, ASO, platform marketing, acquisition & activation, & studio management
- Identifying relevant & cost effective channels to source new customers through affiliates & partnerships
- Working closely with the digital transformation team to carve the Prospect Life Cycle & Customer Life Cycle journeys in order to improve efficiencies
- Involved with the customer support team in optimising the quality of leads & the conversion funnel
- Planning & allocating budgets for digital customer acquisition & app downloads through performance marketing
- Working closely with the in-house content team to plan and implement SEO related recommendations periodically
- Ensuring content for the app store and play store is in sync with the ASO standards & constantly monitoring/optimising strategy to maintain top ranking for our mobile trading app
- Managing and coordinating with various stakeholders in terms of Brand (ATL/BTL) & PR related requirements

- Closely working with the HR team to help engage internal stakeholders such as partners & employees
- Part of the core marketing team overseeing brand change transition within the organisation
- Managed team of employees, overseeing hiring, training and professional growth of employees

2021-03 - 2022-05

Senior Account Director

Adfactors PR, Mumbai

Joined Adfactors team as Senior Account Director for the New Economy & Financial Communication (NEFC) team. As a core responsibility, entrusted to me, I've to conceptualize integrated campaigns for the existing set of clients in the NEFC business unit. The idea is to upsell digital solutions the existing PR clients & create campaigns that are an amalgamation of PR & Digital.

Along with the aforementioned, I'm actively involved in pitching for new businesses & support the teams on any new business development briefs. Carving out communication strategies, platform strategies, brand planning on digital, and negotiating on commercials is a part of my KRA.

2018-10 - 2020-05

Digital Brand Consultant

basakbabies, Mumbai

As a Digital Brand Consultant for basakbabies, a design consultancy start-up, I donned multiple hats for various sets of clients basis their core business requirement. I worked as a product manager for one client, as a strategist for one, and as a design consultant (UX POV) for another. This gave me the flexibility to apply varied skill-sets for different client requirements and enhanced my learning capabilities.

I was actively involved in creating insightful & relevant analysis of data gathered by the client through various marketing activities conducted by them in the past & help produce cohesive and intelligent plans to bring success for future campaigns.

One of the key tasks in my role is to identify potential problems and devising ways to rectify them by keeping the the business & its objectives at the crux of my suggestions.

basakbabies is a design consultancy firm started by an advertising veteran who worked with Dentsu Webchutney as a Sr. VP & Head of Design for over 10 years. basakbabies was incepted 18 months back and is at the vanguard bringing together art, technology, culture and commercial mindedness to varying brand requirements.

Some of the clients I collaborated with are Portico India (e-comm), 100MB (Product), Accio (Product), Faces Canada (e-comm) and Burgersingh (Social).

2017-10 - 2018-10

Digital Director

Dentsu M21, Muscat

As a part of a new chapter in my career, I was presented this opportunity to work with M21, a Dentsu group company in Muscat.

The key aspect of my profile is to nurture the digital landscape in the market and setup the digital business here at Dentsu M21.

Having worked in a developed market like India, the opportunity to implement my expertise and set-up the business ground up was quite tempting and lucrative.

I led the digital business for brands like Oman Air, Bank Muscat, and Zubair Automotive Group. My first digital pitch, single-handedly led by me, was for Zubair Automotive Group and we bagged the account for 14 brands.

As a Digital Director, I was the senior point of contact for day-to-day management of the business and responsible to sell new ideas and solutions. I had to also set an effective process and information flow between client services team and other disciplines within the organisation.

I advised and guided clients on digital requirements such as Planning & Strategy, Media (Paid), Social Media Marketing, SEO/SEM Recommendations, Website Development, App Development, and Innovations (Chatbots/IoT).

I was actively involved in cross-pollinating traditional mediums of advertising such as Print, Radio, and Outdoor with Digital.

During my time with Dentsu M21, I took care of businesses worth upward of \$450,000.

2016-09 - 2017-10

Business Development Lead

22Feet Tribal Worldwide, Mumbai

2015-03 - 2016-08

Account Director

Dentsu Webchutney (Formerly Webchutney Studios Ltd)

2014-10 - 2015-02

Senior Key Account Manager

Magnon/TBWA

2012-09 - 2014-05

Account Manager

Webchutney Studios Ltd

Education

2012-06 - 2014-03

MBA: Marketing

University of Southern New Hampshire

2005-07 - 2009-03

Bachelor of Management Studies: Marketing

Usha Pravin Gandhi College of Management - Mumbai