

Yash Gupta

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Profile Summary – <https://www.neetikaar.net>

High performing Management Consultant with experience across IT, Fintech, BFSI, E-commerce & Energy sector. Yash has worked with global clients to formulate, implement and mobilize their customer value strategies in across capabilities like digital marketing, CRM, marketing automation, product marketing and product and GTM.

Education

Indian Institute of Management, Kozhikode, India (IIM Kozhikode)

MBA, Finance

2020-2022

Delhi Technological University (DTU), Delhi, India

B.Tech, Mathematics and Computing

2013-2017

Professional Experience

5.5 years

Deloitte USI, Customer Strategy Consultant

Jun 2022 - Present

Marketing Operations Transformation for a US Energy Major

- Conducted 30+ workshops across globally spread marketing departments for 3 business lines to streamline lead creation and customer segmentation
- Collaborated horizontally across supply chain, customer service and sales to uncover bottlenecks, dependencies & opportunities in client value delivery
- Implemented a unified Service Level Offer (SLO) Development process by identifying crucial service offerings across 4 customer segments

Achievements

- Defined data collection workflows for quarterly & yearly reporting & defined marketing analytics requirements for enterprise data library to capture value
- Reduced cost-to-serve company's clients by \$42 Million on a year-on-year basis by reducing service duplication and redefining value propositions

Internet Banking Personalization for a Major US Bank with over 50 million online customers

- Defined personalized marketing nudges with the client's business teams and Adobe engineering team by analyzing engagement data from Adobe
- Collaborated with design, content and legal team to finalize marketing offer content, messaging, disclaimers and UI design to build journeys
- Owned functional requirements throughout Agile development cycle by overseeing user stories, grooming sessions, UAT & providing business sign-off

Achievements

- Directly Increased in-app purchases by 20% and session frequency by 60% within 2 months of product launch in multiple geographies and time zones
- Delivered a 12% increase in earned margins by effective project planning & resource allocation for the entire consulting service engagement

e-Commerce Marketing Loyalty Program Strategy for B2C online Retail

- Defined end-to-end user journeys with detailed touchpoints across social media, mobile app, email and community based physical events for loyal clients
- Managed digital marketing projects to create landing pages, social media posts, paid ad campaigns, and laying down analytics & reporting for KPI tracking
- Defined and supported loyalty program functional requirements for mobile and web app to help engineering teams accentuate product launch

Achievements

- Defined loyalty program structure, eligibility and rewards system and on-boarded 100,000+ customers in the program within 3 months of launch

Successive Technologies, Revenue Operations Lead – Founder's Office

Jun 2017 – Jul 2020

Digital Marketing Strategy for a B2B IT Services Company

- Built a no-code marketing automation stack with chatbots, tokens, workflows, automated segmentation on HubSpot Marketing Automation Platform
- Led digital marketing teams including content development, SEO, email marketing, Google Ads & Analytics, LinkedIn Marketing and FB Marketing
- Implemented a process for content pipeline like case studies, whitepapers, client success stories by collaborating with product leads, business leads & clients
- Established a hiring process for the cross functional marketing team to hire 10+ employees & built a learning pathway training program for new hires

Sales enablement through implementation of Automated CRM Platform, process definition and change management

- Administered 20+ workshops with internal stakeholders to understand AS-IS sales processes and uncover opportunities to digitize and automate
- Created automated workflows for TO-BE future state, defined metrics & established sales analytics & reporting through the HubSpot CRM platform
- Implemented a central customer data platform (CDP) in the sales & marketing team by leading data collection operational governance policies
- Conducted training sessions & authored an on-boarding guide for 10+ off-shore & on-shore sales executives on best practices for using the CRM
- Established a cadence for sales performance evaluation by building sales dashboards for revenue function leads and tracking KPIs through digital systems

Achievements

- Delivered 272% ROI on a marketing budget of \$120,000 while leading a team of 10+ marketing executives, designers and content writers

Core Competencies

Digital Marketing Strategy | Marketing Automation | Product Growth Strategy | Product Marketing | Go-to-market Strategy (GTM) | User Journey Mapping | Marketing Campaign Management | Content Marketing | Marketing Analytics & Reporting | Sales Enablement | Customer Data Platform | Social Media Marketing Strategy

Technical Skills

Google Ads | LinkedIn Ads | HubSpot Sales & Marketing Platform | Google Analytics | Figma | JIRA | Rally | MS Excel Modelling | Google Tag Manager

Certifications

Google Ads, Google Analytics, HubSpot CRM, HubSpot Marketing Platform