

Rakesh Singh

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CERTIFIED INBOUND MARKETING STRATEGIST



KNOWLEDGE DOMAIN: Marketing

- Twelve (+) years of extensive experience in the field of B2B and B2C Demand generation and Brand positioning in functional area of Marketing (Strategy Planning + Execution).
- Territory handled – US/UK/India.
- Core-competency lies in Digital Media Management
- Vendor management and executing ATL, BTL and TTL marketing activities under strategy implementation.
- End-to-End campaign planning & execution on different Internet traffic sources - Search | Display | Email | Social
- Clients handled from both B2B and B2C verticals: IT Services / Staffing / e-Commerce / Online Gaming / Travel / Education / Mobile VAS / Finance.
- Campaign management on Marketing Automation Tools – Pardot / Hubspot.
- Focal point of communication between various internal and external functional teams – Sales/Clients/Vendors.
- Client Interactions: Established concrete communications with clients to identify and understand their business objectives and processes | Developed Marketing programs | Delivered via various Marketing Channels | Tracked and put ROI Analytics in place for cross and up selling.

PROFESSIONAL EXPERIENCE

Nov'12 – Till date **ADITI CONSULTING** **BANGALORE, INDIA**

Position: Director – Marketing

Responsibilities:

Have been heading Marketing Function for Aditi since four years now. In this role, have grown from Manager to Senior Manager and currently in a role of Director - Marketing. Have learnt a great deal about being a B2C and B2B marketer, creating go to market strategies to influence following key stakeholder through the employer brand and related campaigns:

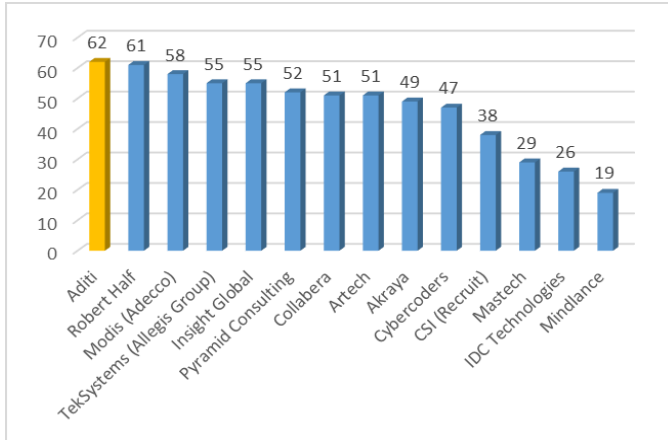


For Audience	In Collaboration With
Active & Passive Talent - B2C	Delivery Team (implementing "pull" aspect of recruitment along with the "push" of direct sourcing and candidate solicitation via social recruitment initiatives, driving candidates to jobs through online and offline channels)
Customers (MSPs/Direct Clients) – B2B	Sales Team (exploring new opportunities in the staff augmentation and SOW/IT-Consulting business across geographies in both MSP and direct client set-up)
Employees – Employer Branding	- Operations / Employee Relation Team (driving employer branding, referral program initiatives, redeployment) - HR Department to launch and sustain campaigns driving Aditi's employer branding value proposition keeping Culture as key differentiator
Analysts and Media Relations	Collaborating with Research and Media firms that have authority in the Staffing Industry, for example – SIA, Ardent Partners, Spend Matters

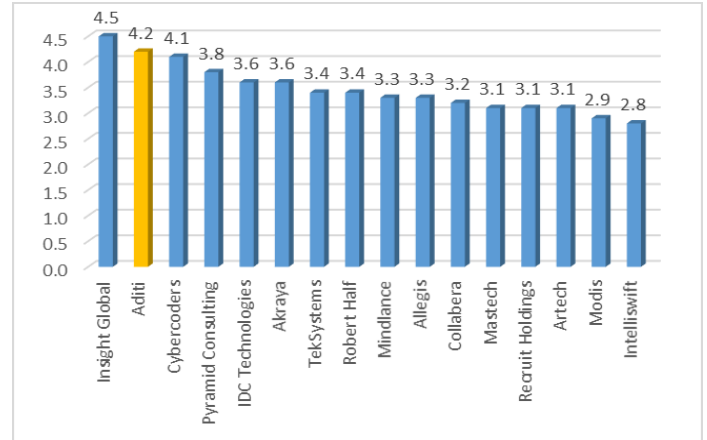
Achievements:

- Brand Aditi is standing tall in the Staffing World, competing with logos that are 10-200 times bigger both in terms of revenue and employee strength. Read my article on [The Staffing Stream](#)

Social Influence (Klout) Score



Employer Brand on Glassdoor



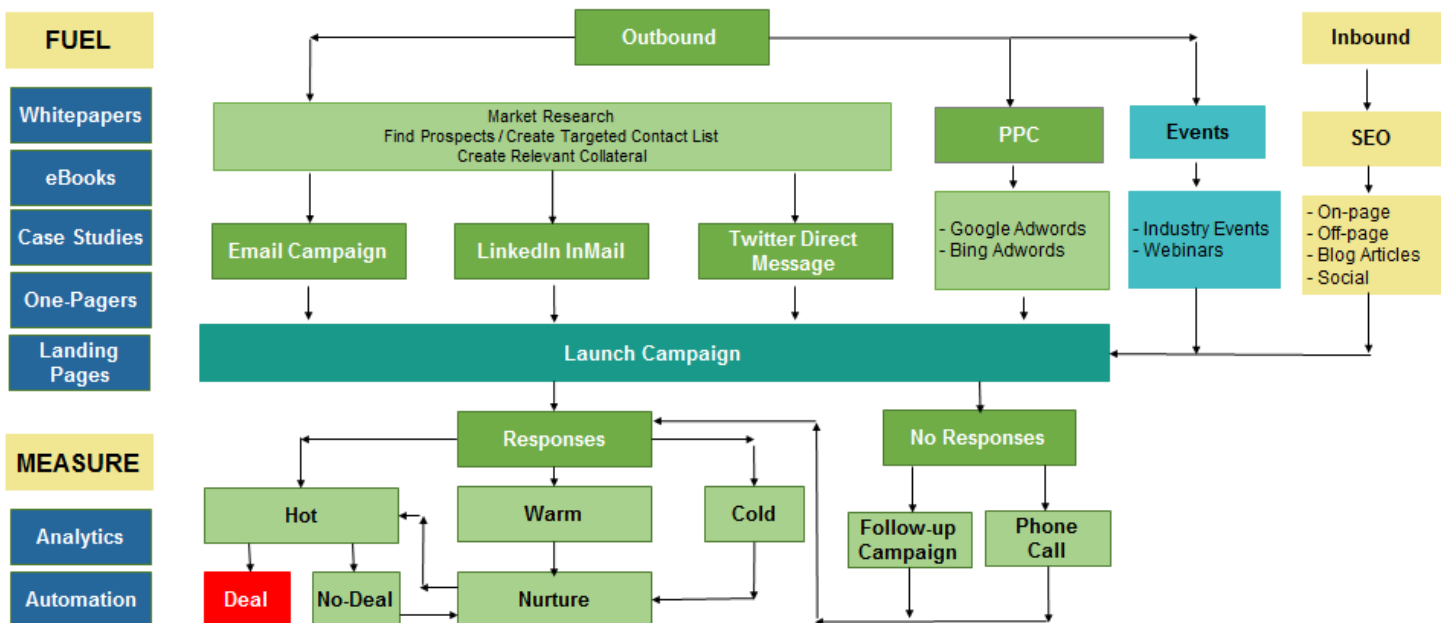
Data as per 9th Nov, 2016

- Built Inside Sales Team at Aditi:**

Pipelined in 8 months:

- 90 Leads
- 178 Supplier Portal Sign-ups (Aditi Empaneled)
- 1800 Prospects in 8 Months in Salesforce

Lead Generation



Position: Manager – Marketing

Responsibilities:



Marketing Strategy Building:

Worked with Top Management in formulating Marketing strategy in line with three Consecutive Service launches to tap fresh Business from US and Worldwide. Objective was to create brand awareness in the Mainframe world and lead generation for Mainframe Data Centre (Infrastructure) Management services.

Market Research

- Contributed towards strategic business planning by identifying key market factors and develop new business lines in collaboration with management.
- Developed a process to find prospects in line with fresh service portfolio and created a ready-to-go database for Marketing and pre-sales activities.

Marketing Plan and Execution:

- Inbound Online Marketing:
 - Long term plan for creating online presence and Brand Reputation for Maintec Technologies - Key focus was on www.Maintec.com and SEO: Laid out a long-term, number targeted plan for organic traffic increase on Maintec.com. Got Maintec at #1 position on SERP for - "Mainframe on Demand" / "Mainframe Access" / "mainframe data center management" / "mainframe infrastructure management"
Team Size – Two - Content Developer & SEO Executive
 - SMO: Engaged industry peers, vendors, mainframe subject matter experts and prospects for Maintec on all major Social Media Channels - [LinkedIn](#), [Twitter](#), [Facebook](#)
 - Inbound Blog Marketing: Created 5 Blogs, covering topics around each of Maintec's Service Portfolio
 - Developed Marketing Collateral around service portfolio: Whitepapers + Press Releases + Micro Sites + Landing Pages + Case Studies
 - Vendor Management:
 - Marketing automation and Inbound Marketing – [Hubspot](#)
 - Content specialist - [Avitage](#)
 - In the last few months at Maintec, was exploring ways to attract Leads and Drive Sales via:
 - Video Content Generation and Marketing
 - Content-Driven Webinars
- Outbound Marketing:
 - Email Marketing: End-to-End design, development, delivery and analytics of the email campaigns in line with Service launch + periodic Newsletter – Used Mailchimp.
 - Press Release - Content generation and Launch and further marketing of the news.
 - Personalized BD emails to targeted prospects.
 - Event Participation: Pre-show Promotion, Promotion @ Event and Post Event Activities to exhibit at [SHARE Event](#) in Atlanta
 - Snail Mail campaign to create further touch-points with the prospects.

Accomplishments

- Successfully launched three fresh services targeting mid-market in US
- First set of clients acquired for the MTI's fresh service portfolio.
- 89 Leads generated for Mainframe on Demand / Mainframe Infrastructure Management Services including RFPs from the Fortune clients - in the span of 1 year through SEO / Email Marketing / Inbound Sales. Average Deal Value – USD 1mm for an year with on demand scale-up or down options.

APR'09 – JUL'10

RAVE EMEDIA SOLUTIONS PVT. LTD.

BANGALORE, INDIA

Position: Manager – Account Management

Responsibilities: With Core focus on the Launch of The Publisher Network, an Online Advertising Network, signed up with fresh Advertiser Accounts and Publisher Recruitment from various verticals.



- **Publisher Recruitment:** Pitched for fresh accounts with major Publishers across the globe.
- **Advertiser Sign-ups:** Managed three Global Agency accounts for RaVe's Display Unit. TPN was delivering close to 150 million impressions with app. 20 million unique users from US/CA/UK/European Region. We focused on Popunder (Contextual/RON/ROC) and Display Banner Ad traffic
- **Ad Operations:** Campaign Set-up, Delivery and Reporting.
 - Media planning/publisher channel selection per campaign objective.
 - Campaign set-up in the ZEDO ad-server, which involves Creative testing on arrival, Campaign Creation, Tag upload, Targeting criteria (Demo/Geo/Event/Context/Freq. Cap etc) in place, Ad Tag generation, Final Ad Testing
 - Campaign launch per Media Plan across the Publishers/Media Sources
 - Reporting of Ad delivery as per schedule and daily fixed cap on each media source, as per the cost models.
 - Campaign optimization: Achieve target click through rate (CTR) or conversions (back end eCPA) against the performance metrics or ROI goals.
- Team Size: Three (Campaigns Manager | Publisher Recruitment | Business Development)
- Territory Handled: International Traffic

Accomplishments

- Co-Founded The Publisher Network, an Online Ad Network, Display Media arm of RaVe eMedia
- Bagged three independent Agency accounts from UK.

NOV'06 – MAR'09

ACMIC INTERACTIVE SOLUTIONS PVT. LTD.

BANGALORE, INDIA

Position Held: Assistant Manager – Business Development



Responsibilities:

- Business Development: Have been aggressively selling the online advertising services, majorly the Display advertising, to online marketers across the globe.
- Handled Business development for TBN Interactive, Online Advertising Ad Network.
- Geographies bagged New Businesses from are: US, UK, Australia, Israel and Europe
- Verticals handled most of the campaigns from: Online Gaming, Mobile VAS, Forex, Travel, Education and Finance.
- Cost Models: CPM (Cost per thousand impressions)/ CPV (Cost per view)/ CPC (Cost per click)/ CPA (Cost per Acquisition)/ CPL (Cost per lead)
- Media Planning and Media Buying as per individual customer's specific campaign objective.
- Have been involved in end-to-end campaign management:
 - Signing-up the deal – negotiating deal terms like Ad-types/Costs Models per target audience, Budget, Campaign Duration etc.
 - Media planning and Media buying – Based on the specificity of the campaign objective, finding traffic source with best match audience, negotiated rates for the media space/costs involved with other Networks/Publishers.
 - Getting the campaign set-up done – Creative testing, Campaign set-up on the ad-server (ZEDO) for ad-delivery, targeting and impression/click/action tracking.
 - Campaign delivery & reporting – Campaign delivery and stats reporting to client and publishers, campaign performance tracking and analysis, Campaign Optimization.
 - Account renewal with improved budget.
- Team: Game of Four – 1 Business Development, 2 Account Managers/Media Buyers and 1 Campaign Optimizer.
- Territory Handled: London, UK / Bangalore, India

Training Attended: Admonster Ad-Operations Process Orientation (London, May 2007)

Position Held: Business Development Analyst



OPEN SOLUTIONS:

- Open Solutions helped clients worldwide make better decisions, be more productive & superior results by acclaiming to quality online sales & marketing intelligence integrated into a unique and customized technology solution.
- Online sales and Marketing Project Management, Design, Development & Maintenance of Online project management tools.
- Internal Client for projects involving a deeper knowledge of the domain (Online Marketing) being worked on.

Responsibility:

- Primary Role of Media Buying and account management for our own range of Antivirus/Registry Cleaner Software products
- Bought media space from almost all the biggest and smallest media owners, Ad Networks and Publishers from across the globe.
- Conceptualization of Banner and Popunder ads with the help of copywriter and graphic designers.
- Tag generation on DART, Creative testing and campaign placement with vendors.
- Performance analysis, Campaign Optimization: Analyzing results on each of the vendor and with each ad-type.
- Cost Models: CPM (Cost per thousand impressions)/ CPC (Cost per click)
- Regularly collect market information from all possible sources (Web, print, meetings, colleagues) and assemble into informative databases and generating reports through stats and optimization
- Data validation, Data preparation & Data Analysis support.
- Support Clients with marketing, pricing, feature analysis and positioning information.
- Support sales force with strategies for competing. Leading the team of BDAs.
- Track and resolve sales issues with networks and Business development team.
- Deploying and training team members and stakeholders
- Leading the efforts for training/ mentoring new recruits.

Accomplishments

- Ownership of three biggest vendor accounts at Opensols –
1) Oridian (now part of Ybrant Digital) | 2) Valueclick (now Conversant) | 3) RightMedia (was part of Yahoo)
- Outstanding performer for consecutive years 05-06, handled monthly Media Spend upto USD 180,000

WITHOUT THIS NOTHING WOULD HAVE BEEN IN PLACE

MBA (Marketing & Systems), 2004
Advanced Management College (AMC), Bangalore

BSc (Computer Science), 2001
Shadan Education Society, Osmania Univ. Hyderabad

SSC, 1998
Air Force School, CBSE, New Delhi

A LITTLE UP AND CLOSE:

Date of Birth: 10th July 1981

Languages Known: English & Hindi

Interests: World of Internet, Long Drives, Traveling and Sports

Sharing Thoughts and Knowledge with the world:

on [SIA](#) | on [ERE Media](#) | on [Talent Culture](#) | on [Recruiting Trends](#) | on [SparkHire](#)
on [TheUnderCoverRecruiter](#) | on [Campus to Career](#) | Mentioned on [SHRM](#) | on [Recruiter.com](#)
on [Blogging4Jobs](#) | on [CollegeRecruiter](#) | on [HRDailyAdvisor](#) | on [RecruitingBlogs.com](#)
on [RakeshSingh.me](#) | on [Maintec Blog](#) | on [LinkedIn](#)