

RAKESH SINGH

HIRE ME TO

- Create corporate and employer brand strategy with a Plan-Do-Check-Act (PDCA) based execution plan.
- Take a 360° approach with focus on Customer / Employee Life Cycle Value using product and partner-led innovations.
- Derive insights from historical data and execute campaigns cutting across omnichannel (digital + offline) marketing channels.
- Setup new function / business – teams, processes, systems (tech stack) with strong cultural alignment. Bring cross-functional teams together to drive results across all metrics.
- Identify & negotiate Strategic Alliances

DIGITAL MARKETING

- **DESIGN THINKING APPROACH TO USER RESEARCH FOR PERSONA IDENTIFICATION**
- **CONTENT DEVELOPMENT AND INTEGRATED MARKETING**
 - Strategizing target segments, mapping content funnels, setting-up editorial and content calendars while conceptualizing distinctive creative campaigns per the Brand Guideline.
 - Budget and resource allocation per integrated marketing plan (PR, Search (SEM/SEO), Social, Display, Email, Events, Direct, Mobile) with respective content type, (static/interactive) and channel – Paid, Promoted, Earned, Owned, Shared
 - A/B Testing and optimization using analytics & marketing automation tools.

Applying all of the above with a mix of both inbound and outbound marketing tactics for B2B and B2C niches – Account Based Marketing, Channel Marketing, Product/Service Marketing, Improving Brand's Share of Voice, and Online Reputation Management, acquiring SQLs leading to sales closures.

- **MARKETING TECH-STACK**
 - Marketing Automation and Analytics: Clickup, Pardot, Hubspot Growth Suite, Pubmatic Programmatic Ads, Google Analytics (/GTM), Social Media – platform specific (FB/LI/TW/IG) Analytics
 - CRM: Salesforce, SuiteCRM and Hubspot
 - Front & Back End: Websites on CMS (Wordpress/Joomla/AEM) while managing backend web servers (Godaddy, AWS, GCP)

STRENGTHS

- Empathic to make sense of any ambiguous problem and conceptualize novel user experiences for the target group.
- Building high performance teams
- Align organizational goals to functional and drive teams with a common purpose.
- Forging a strong partnership with the agency to work as extended arm.
- Strong sense of UX & design | Excellent written, verbal, and executive presentation skills.
- Apply cross-functional & cross-domain skills to new business problems at workplace.
- Strong network of connects across brands & industries

THOUGHT LEADERSHIP

- [ETHR - Gold Award](#) 
- [Who's handling your Employer Branding?](#) 
- [Rethinking Employer Branding](#)

EDUCATION

2019 - BUSINESS TRANSFORMATION STRATEGIES – XLRI

2004 - MBA – MARKETING – AMC BANGALORE



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EXPERIENCE

- **HEAD – CORPORATE BRANDING | [MAVERIC SYSTEMS](#) | SEPT 2021 – CURRENT**

IT Services Firm, solely focused on Banking Technology domain since two decades, at Maveric Systems, I currently

- Lead the Maveric brand team (corporate and employer branding)
- Launched [Think NXT](#) – flagship talent development program aligned with talent fulfillment goals, contributing to adding 200+ domain specialists for the organization.
- Leading a team of 4 (content, design and digital marketing) + Managing 2 agencies (creative + social media and SEO + Tech-support) + PR (One Source).

Working the magic of bringing together the Business with Marketing, HR and Talent Acquisition to create Brand impact through the customer and employee lifecycle - aligned with Maveric 4.0 vision – to be recognized as the top 3, domain-led, BankTech solutions specialist by 2025.

- **HEAD - GLOBAL MARKETING | [ORGSPIRE INC.](#) | MAR 2021 – AUG 2021**

IT Services Firm, OrgSpire made a strategic move in 2018 to capture a big pie from the data and cloud domain.

After building a unique solution around Data Privacy for the Retail and Banking domain, we had hit select markets:

- Strategic Alliances and Channel Partnerships – TIBCO, DENODO, GOOGLE CLOUD
- Developing and executing go-to-market strategy for our Data Virtualization and Cloud solutions
- Marketing support for Talent Solutions

- **CONSULTANT - DIGITAL MARKETING | [INDEPENDENT](#) | FEB 2020 – FEB 2021**

- Restructuring employer branding functions at [Mphasis](#) and [UST-Global](#)
- Corporate brand refresh for [Sunrise Systems Inc.](#) | Launched [Data Analytics Service Line](#)
- SaaS Marketing for [Talko.live](#) and [EduSoftek](#) for [World Vision Softtek](#)

- **HEAD – MARKETING AND BRANDING | [DIAMONDPICK](#) | SEPT 2018 – JAN 2020**

Launched Diamondpick as Total Talent Advisory and Solutions firm in the India market in 2018. As a Diamondpick strategic partner, consulted clientele ([Mphasis](#), [UST-Global](#), [Tech Mahindra](#) and [Mindtree](#)) on improving their employer brand persona. This included, strategy formulation, stakeholder management (Global TA, HR and Marketing), process & team set-up, HRTech enablement and creative agency hiring.

- **HEAD – MARKETING | [ADITI CONSULTING](#) | NOV 2012 – AUG 2018**

BRAND IMPACT (INDUSTRY ACCOLADES):



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REVENUE IMPACT:

- Channel Alliance with Microsoft Azure
- Recruitment marketing conversions - generated revenue @ \$800,000/year + Referral and redeployment generated revenue @ rate of \$750,000+/year
- Sales & Marketing integration - ABM implementation for mining Silver/Gold Accounts with scope of becoming Platinum Accounts (10+ Million) in the US Market | Inside Sales Function - new wins in the India Market through MSP alliances from US market.

Please refer my LinkedIn profile for further details: [sinhrakesh](#)

Quick Read:

- ETHR - [How AI and ML can work wonders for Employer Branding](#)
Detailed one here – [RakeshSingh.me](#)
- LinkedIn – [ReThinking Employer Branding](#)
- [Employer Branding – Capstone Project](#) (that won the ETHR Gold Award for Employer Branding)

Brand Equity:

