



# Sandip Shrotri

## SUMMARY

A performance marketing and communication specialist with 22 years of experience, implementing innovative online and offline marketing initiatives that have driven over 6X ROI. B2B | Ex JSW | Ex UpGrad

## EXPERIENCE

📍 Mumbai, India 400081

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🔗 [Bold Profile](#)

## CAREER ASPIRATION

"To create communication strategies which differentiate the brand from the herd while driving the revenue growth and a positive public image of the organisation"

## SKILLS

- Brand Management
- Integrated Digital Marketing
- SEO and SEM
- Performance Marketing
- Public Relations
- ATL / BTL Campaign Management
- Channel Network
- Strategic Planning & Budgets
- Advertising
- Corporate Communications
- Consumer Research & CRM
- Competitive Analysis
- Media Planning and Strategy
- Trade Shows and Exhibitions
- Webinars and Online events
- Strategic Alliances
- Customer Relationships
- Team Building
- Go To Market Strategy
- Online Advertising

July 2022 - Current

**Vice President - Marketing and Communication at Cognigix Digital Learning Pvt.Ltd. | Mumbai, India**

- Established overall marketing and go-to-market strategy, budgets and goals.
- Planned and managed in-bound and out-bound marketing strategies for multiple customer profiles - **B2C Platforms, Enterprise and B2B Platforms, Enterprise Technology Vendors**
- Created and executed digital marketing campaign calendar using marketing automation platforms.
- Identified, recommended and led initiatives to drive growth and performance improvement.
- Devised and managed creative plans for company branding and product launches.
- Used data and reports to make evidence-based decisions
- Developed integrated marketing communications programs, collaborating with and managing agency partners to meet plans.

September 2021 - May 2022

**Lead - Marketing at UpGrad | Mumbai**

- Developed overall marketing program and achieved 6X marketing funnel in 5 months totaling to 12 Crore for the quarter
- Grew customer base over 60% and improved revenue pipeline 90% by strategising and running over 7 campaigns
- Increased lead generation by 250% and drove brand awareness campaigns
- Monitored external vendors for Events, Public Relations, Lead Generation and Social Media
- Handled customer inquiries promptly and efficiently, serving as point-of-contact between teams and departments for consistency.
- Led a team of lead generation specialists, content specialists and social media marketeers

November 2018 - May 2021

**Vice President and Head-Marketing at Cognigix Digital Learning Pvt.Ltd | Mumbai, India**

- Reduced cost-per-lead metrics while increasing overall lead volumes and conversion
- More than 100 SQL's generated through targeted content marketing strategy.
- Lead all digital marketing initiatives including search engine

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## EDUCATION AND TRAINING

January 1998

**Diploma** | Graphic Designing  
Microcell Graphic Institute, New York

Designing Packages: Photoshop, Corel Draw, Illustrator Animation and Web Designing: Flash, Dreamweaver Ofce: Ms Word, Excel, Power Point

June 1996

**MSE - Masters in Software Engineering** | Computer And Information Sciences  
Aptech Computer Education, Mumbai

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## LANGUAGES

English, Hindi, Marathi

optimization, search engine marketing, social media marketing, content marketing, email marketing, campaign landing page development, re-targeting and marketing automation

- Won Gold for "Best consumer relation campaign" and a silver for " Best digital content marketing strategy" at the prestigious Public Relations Council of India (PRCI)

October 2013 - July 2015

**Head- Digital Marketing at ARANCA** | Mumbai, India

- Marketing Automation - Generated more than 300 new leads in just 9 months, 72 new customers and generated business of more than USD 1.5 Mn by spearheading social media campaigns

October 2010 - September 2013

**Head - Corporate Communication and Market Research at Viraj Profiles Limited** | Mumbai, India

- Market Intelligence: Analysed potential of more than 75 countries within 6 months resulting in adding more than 3000 new prospects and generating a business of more than \$15mn
- Corporate Communication and Product Branding: Controlled budget of \$1mn for marketing and corporate communication

September 2008 - October 2010

**DGM- Corporate Communication at Bharat Bijlee** | Mumbai, India

November 2007 - August 2008

**Senior Manager - Corporate Communication at ISPAT Industries (JSW ISPAT)** | Mumbai, India

December 2004 - October 2007

**Assistant Manager at JSW Steel Limited**

April 2000 - December 2004

**Senior Visualiser at SVC Superchem Limited**

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## LINKEDIN RECOMMENDATIONS

- "Sandip is a very responsibile, intelligent person who work hard smartly. He is always willing to help other colleagues. With his abundant experience in the field, I'm sure he will bring any company to a higher position" - **Mona Atindra Bose**, Experienced HR Leader |OD Consultant | Visiting Faculty @WE School
- "Sandip is a self starter and motivated employee and was dependable whenever any assignment was given to him. He was also an excellent team player and showed good leadership abilities. He is also a very creative person and will add value to the project assigned to him." - **Rajeev Donde**, Director at CBD Foundation
- "Amazingly Creative, Lateral Thinker, Manages to blend the Strategic Objective with the new line of thought, Willingness to try different approaches" - **Ameet Rele**, Head of Corporate Communications at Bosh India
- Sandip is self starter & very creative. Once briefed , he can do the job himself . He is hard working & task oriented.  
- **Jayaraman R**, Asso Vice President- corporate planning & Imports at JSW steel Ltd