

# KRITI ARNEJA

Digital Marketing & Strategy



□ Gurugram, India

## EDUCATION

MBA, IIM Lucknow, 2020  
Bachelor of Financial and  
Investment Analysis, Shaheed  
Sukhdev College of Business  
Studies, DU, 2011  
Ryan International School, 2008

- Behavioural Economics, Ogilvy  
Applied Neuromarketing, CXL  
Google Analytics Certified, 2015  
Google Ads Certified, 2015
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## INTERESTS

Song Writing (Punjabi Rap) | Hiking  
Ibibo Fresh Face, 2010.

## SIDE HUSTLE

Building a dating app!

## I FOLLOW

Roger Dooley | Neil Patel

## WORK EXPERIENCE (8+ YEARS)

2020

### Digital Marketing Manager

HMD Global | The Home of Nokia Phones

- Lead growth marketing driven by impact media planning and buying.
- Set up a full funnel data dashboard to analyse and recommend better media buying options across consumer touch points.
- Conduct rigorous brand lift tests, split tests, and A/B Tests to consistently improve audience, media, asset and delivery targeting.

2016-2019

### Digital Sales Manager

Sewells MSX International | Client Site : Ford India

- Led a team of 4 Regional Digital Managers to establish and nurture digital ecosystem for 150+ Ford Dealers. Turned around sales ratios by 5X in 3 years.
- Automated offline sales followup process to an app based solution that monitored different KPIs along dealer pipeline to drive sales :
  - Improved Leads to Appointment Ratio by 4X
  - Improved Appointment to TDR Ratio by 1.5X
  - Improved TD to Retail Ratio by 1X

2015-2016

### Account Director || Sales | Account Management

Hogarth India , A WPP Digital Agency

- Owned digital portfolios of key accounts across FMCG, QSR and BFSI sectors
- QSR :
  - Managed Website SEO and App SEO initiatives for a major Pizza brand improving SERP top 10 rankings by 30%.
- FMCG :
  - Allied with freelance trans-creation writers and VO artists to run regional TV and OOH campaigns for its baby and personal care divisions.
- BFSI :
  - Delivered better user experience through digital transformation

2012-2015

### Digital Manager || Campaign & Account Management

Pensa Media, A Google Partner Agency

- Managed digital portfolio across Education, Auto, Hospitality, & Wellness.

#### Few Project Initiatives:

- Hospitality :
  - Strategized online initiatives for a mid size hotel chain in India to design and implement branding campaigns for business travellers.
  - Optimised Google Search campaigns to improve cost per room night acquisition by 1.5X and an increase in overall room bookings by ~15%.
- Education :
  - Led performance marketing campaigns for Tier 1 university in North India with Google Advertising spends of INR 7mn.
  - Improved CPA by ~50% using Google Search and Google Display campaigns.

2011-2012

### Research Analyst

Worlds Window Group

- Built spreadsheet models to evaluate financial viability for new businesses.
- Led website creation & design of marketing collaterals for group companies