

Prasant Roy

Performance Marketing Program Leader

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PROFESSIONAL EXPERIENCE

Senior Manager Digital Marketing

Dec. 2019 - Present

JustAnswer | Bengaluru, IN

- Spearheading the performance marketing strategy and program management for customer acquisition through Google Ads (Search, PMax, Display & Video), with monthly budgets of US \$1.5M+, for US, CA, & ANZ markets.
- Mentored and developed a high-performing team that has consistently exceeded quarterly net revenue targets, delivering **3X net revenue growth (US \$4.3M to US \$12.3M) in the last 2 years** through performance marketing.
- Improved customer retention rates (**LTV/user improved by 1.5X from \$40 in 2021 to \$102 in 2023**), through testing lean product and pricing innovations, as well as process enhancements, cross-functional team collaborations (product, AI/ML, engineering, brand, analytics etc.), and stakeholder management.

Senior Marketing Manager

Jun. 2019 - Nov. 2019

Solitaire | Pune, IN

- Led the GTM strategy for multiple projects, driving a **32% increase in qualified lead volume** and a **27% improvement in lead conversion rates**.
- Built collaborative processes for cross-functional teams (marketing, sales, customer service) to design and implement multichannel marketing campaigns faster, including digital, social media, print, and event-based initiatives, resulting in a **40% faster time-to-market**.
- Championed the adoption of Salesforce CRM, social media ads, and email marketing workflows on Pardot, resulting in significant improvements in operational efficiency and a **21% growth in quarterly revenue**.

Academic Break for Higher Education

Jun. 2018 - May. 2019

Marketing Manager

Jan. 2017 - May 2018

7EDGE | Bengaluru, IN

- Implemented Hubspot platform for an IT client, and leveraged features like deal pipeline, custom objects & automated lead management workflows which led to a **43% improvement in qualified leads** within 6 months.
- **Increased social media engagement by 41%** in 6 months for McDowell's brand by enhancing the blog content strategy on liveinstyle.com, creating social media contests and campaigns for engagement.
- Led a comprehensive website facelift, and technical overhaul for a publisher client,, resulting in a **39% increase in time spent on site, a 91% rise in pages per session, and a 57% reduction in bounce rate**.

Software Engineer

Apr. 2013 - Jan. 2017

Misys | Bengaluru, IN

- Managed the delivery of 300+ L3 deliverables for Loan IQ product, for the world's largest investment bank.
- Successfully delivered 4 new product enhancements within stipulated timeframes.
- **Received SPOT Award** at Misys for ensuring timely delivery of a critical project, during a resource crunch.

SKILLS AND COMPETENCIES

- **Managerial:** Marketing Strategy, Program Management, Performance Marketing, Stakeholder Management, Content Strategy, Team Leadership, Problem-Solving, Communication, CRO, A/B Testing, Web Analytics
- **Technical:** Google Ads, Meta Ads, SQL, Advanced Excel, Google Analytics, Looker Studio, PowerBI, CRM, HubSpot, Pardot, Social Media, SEO, Powerpoint, Canva, Figma, Adobe Premiere Pro, HTML/CSS, JavaScript

EDUCATION

XLRI, Jamshedpur | MBA (PGDM) in General Management (full time)

Jun. 2018 - May 2019

Visvesvaraya Technological University | Bachelor of Engineering in Computer Science (full time)

Sep. 2008 - Jul. 2018