

DEEPANSHU GROVER



Experienced strategy and business transformation consultant specialising in digital transformation and marketing transformation, with over 8 years of expertise in Agile transformation, strategy, marketing technology integration and marketing channel management (including web, affiliates, partnerships, loyalty, social and branding). Core market expertise includes North America, India, South East Asia (especially users in age group of 18-30).



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EDUCATION

MSc. 2 - Digital transformation and Business Consulting **MONTPELLIER BUSINESS SCHOOL, FRANCE (09/2024 TO PRESENT)**

- Final semester MSc 2 student, internship contract issued by school available.

Bachelor of Commerce **UNIVERSITY OF DELHI, INDIA (2012 TO 2015)**

- First Division - Grade - 70/100

CERTIFICATIONS

- INSIDE LVMH, LVMH (ID: 8898272eec) - 12/2024
- Product Manager Nanodegree, Udacity
- IBM Data Science Professional Certificate, Coursera
- Google Digital Marketing Professional Certificate, Coursera

WORK EXPERIENCE

FOMO.AI (09/2024 To 01/2025) (5 months)

Part-Time Consultant - Product and Brand Marketing

- Working with the founders and managing **Go-To-Market (GTM)** planning including product marketing across channels including strategy, CRM, social, content creation, landing page, creatives.
- Competitive analysis of AI tools and services and reviewing industry developments.

CHEGG (04/2019 TO 10/2022) - Full Time (3 years and 8 months)

- Managed multiple roles simultaneously including marketing, digital transformation, strategy, and product management and built expertise in project management and cross domain expertise.
- Reported to C-level team and leadership stakeholders and delivered projects of strategic importance (international operations expansion, M&A, product competitiveness, market research, user experience, policy impact analysis).

Senior Product Manager (09/2022 TO 10/2022)

- Led sprint planning for engineering team of 12 members focused on marketing and product technologies.
- Planned roadmap for the product development team and stakeholder negotiations for projects - localization roadmap and process development, optimizely integration.

Marketing Programmes Manager (10/2021 TO 09/2022)

- Led **multiple marketing programmes** simultaneously as a result of prior success - altogether managed *Affiliate marketing, Influencer Marketing, Content Marketing, Web Content, Digital Asset Management, Creatives, Market Research*.
- Managed a team** of 8 associates and 1 agency (3 resources). Led **agile digital transformations** by successfully integrating multiple new technology platforms in marketing channels (Impact Radius, Contentful, Cloudinary, Optimizely, Localization Integration).
- Built expertise in user experience and marketing to 18-30 age group users in North America, India, South East Asia, and Australia.
- Led **Global Affiliate Marketing Program** with an annual budget of over \$500K, driving a 2.5x revenue increase through Adobe Analytics-driven performance improvements including loyalty plan development, brand partnership development, and negotiating agreements.
- Directed **A/B testing** of landing pages using Optimizely to optimize conversion paths, improving customer conversion by 40%.
- Managed **Influencer Partnerships** and **Content Strategy** on TikTok and Instagram with a budget of up to \$200K to increase user awareness and acquisition by 30% in targeted regions.
- Managed change for international marketing teams to use DAM platform **Cloudinary** and achieved **successful migration** to - Usage of DAM platform increased to 100% from segregated storage (Dropbox, Google Drive, Local storage)
- Successfully handled responsibilities of Product manager for successful digital transformation of the marketing programmes due to re-hiring gaps.

Market Research Specialist (04/2019 TO 10/2021)

- Led multiple strategic projects for C-level executives including key M&A research, operations expansion, international expansion research, and user experience research for critical decision making.
- Overall delivered 70+ projects focused on business strategy research, market research, and consumer insights projects focused on competitive intelligence, UX research, and product enhancements.
- Conducted regular competitive analysis and consumer insights on 100+ companies - identifying direct and indirect competition trends including policy and market shifts.
- Expanded work profile to include management of marketing programmes (affiliate, web content) from **11/2020**.

BENORI KNOWLEDGE (09/2018 To 02/2019) - Full Time (06 months)

Project Manager - Strategy and Business Consulting

- Managed team of 6 associates for delivery of strategic and business focus projects.
- Prepared business proposals for projects, client engagement, scoping, and management of projects delivery.

THE SMART CUBE (12/2016 TO 09/2018) - Full Time (1 year and 10 months)

Analyst - Strategy

- Led project planning and execution for strategic research projects.
- Worked on projects for clients including - Burger King, Alvarez & Marsal Consulting, Deloitte, Walters Kluwer, Tata Steel.

OTHER EXPERIENCE

ENTREPRENEUR (12/2022 To 12/2023) (1 year)

Travel Experience and Consulting Startup

- Focused on offering solutions including Direct Marketing, experiential marketing, advertising, guest experience enhancement consulting to South East Asia location based resorts and hotels, wineries, etc.

Author (2023)

Book - 7 Pieces Later

- Handled marketing, pricing and promotion of the book by myself.

SKILLS

Agile Project Management:

Sprint planning, cross-functional collaboration, stakeholder management, negotiation, process development, Jira, Monday.com, Asana.

TECHNICAL PROFICIENCY:

Adobe Creative Cloud, Final Cut Pro, Figma, WordPress, Contentful, Cloudinary, Optimizely, Adobe Analytics, Impact Radius, Amplitude, Tableau, R, Python, Qualtrics.

MARKETING:

Content management, A/B testing, social media and PR, CRM integration, marketing communications, paid media and organic partnerships, influencer management, consumer insights, CXM, affiliate marketing, Active Campaign, MailChimp.

LANGUAGES

English

- Native

Hindi

- Native

French

- Learning

Punjabi

- Advanced