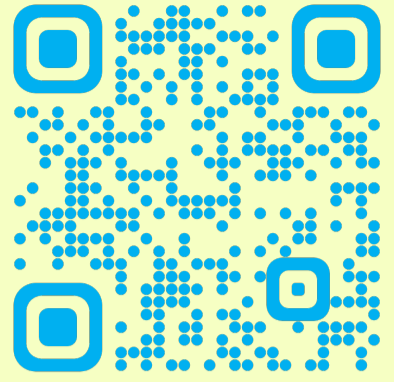


Chirag Parmar

Marketing Ninja | Author | Speaker
Growth Accelerator | MENSA Member

chiragparmar.marketing@gmail.com | 9029142924



“ Chirag is a bright young marketing professional with great potential. Within a few days of his joining us, he was contributing immensely to a wide range of activities including social media output and outcomes, new lead generation, blog posts and other marketing material. He is a quick learner with tremendous curiosity to learn and contribute. Always bubbling with new ideas, importantly he is output & outcome-driven, that makes him prolific in his execution. He is an all-rounder with a wide range of interests - has been a pleasure to have him as a team member and colleague!

Ramesh Natarajan, Co-Founder & CEO - LitmusWorld



“ Chirag is equipped with the right skill set and the zest to drive content as well as marketing initiatives. During his stint with the content marketing team at WebEngage, he played a vital role in accelerating the content production engine, ramping up SEO activities and taking charge of content marketing analysis while also taking on added responsibilities in product marketing. He always wears a smile on his face and makes the most complex tasks simple. To sum it up, Chirag is reliable, knowledgeable and a fun person to have on the team.

Forum Sheth, Ex AVP Content & Brand Marketing - WebEngage



“ I have had a chance to work under multiple managers in my professional journey, but Chirag is a rare breed. His mindfulness for company's bottom-line, along with employee's professional growth along the way makes him a true leader. His knowledge on marketing strategies with his decision making and delegation skills for the team have undoubtedly been one of many things I have been trying to absorb from him. Chirag is the best, period.

Vaibhav Srivastav, Sales Development Manager - WebEngage



“ I have had the pleasure of working with Chirag Parmar at Zycus. During that time, Chirag worked tirelessly as a business development professional. He was excellent in the core elements of his job role, but also learned other task beyond the scope of his work – contributing to the team, discuss best practices, championing ongoing activities to help us be successful. Chirag works tirelessly to make himself and everyone around him better, this truly sets him apart from most other professionals. His desire to learn, willingness to work on shortcomings & thriving for excellence are the qualities that sets him apart. I'm sure that he is going to be a stellar contributor wherever he goes.

Jeffrey Prevost, Director Regional Sales - Zycus



“The distance between what’s expected out of you, and what you deliver is where the real magic happens!”



AVP – Marketing (L&D)

Oct 2020 - Present

Increased organic traffic by 2.7x ▪ Achieved a website conversion rate of 6.7% for PM Landing Pages
▪ Completed website rebranding in just 20 days ▪ Built an SDR function and created a sales pipeline of \$4.8Mn in just 3 months ▪ Created an academy to certify professionals and create a talent pool for our customers ▪ Fixed numerous process gaps in CM, Demand Gen, BM & Community Management teams.



Marketing Specialist

Feb 2019 – Sept 2020

Managed the entirety of Marketing Operations – Content Creation, Content Distribution, Lead Generation, Sales Enablement, Product Training, Investor Presentations ▪ Increased overall reach by 20,000% ▪ Generated the highest sales pipeline over a 4-year average ▪ 1-person Marketing team ▪ 3x Star-Performer
▪ Designed Pan-India CX strategy for HDFC Bank



Business Development Executive

Dec 2017 – Feb 2019

Managed complete Business Development for New York, Connecticut, California, North Carolina, & Texas
▪ Generated revenue worth \$37Mn from the 5 states ▪ Responsible for strategizing marketing spends on offline events – mixers, CXO meetups, Event sponsorships, OOH Advertising, etc. ▪ Managed T&D for the 100+ BDR team ▪ Brought in gamification practices to boost BDR performance by 237%



[Internship] Campaign Manager

Jun 2017 – Sept 2017

Created a best-seller in just 7 days of launch in categories with authors like Chetan Bhagat & Amish Tripathi



[Internship] BDR

Feb 2017 – May 2017

Managed Business Development, Channel Partnerships, B2B Tie-ups, Service Delivery, and Field Sales for complete Western Mumbai while managing a team of 7 Interns.



Operations Supervisor

Jun 2013 – Feb 2016

Managed event planning, show-flows, event execution, man-power coordination, celebrity management, and vendor management for brands like Tata, GJEPC, IIS, Facebook, Samsung, Google and the likes.
Joined as a contracted employee and was onboarded as an FTE later on.



B.E.Electronics
Rizvi College Of Engineering
72%



PGPM Marketing
ICFAI Business School, Mumbai
CGPA: 9.5

Licenses & Certifications

- Fundamentals Of Retention Marketing - WebEngage
- Fundamentals of Digital Marketing – Google
- Digital Sales Certification– Google
- Google Cloud Onboarding Certification – Google
- Content Marketing Certified – Hubspot
- Email Marketing Certified – Hubspot
- Search Engine Optimization Fundamentals – Semrush
- SEO Toolkit Exam for Advanced Semrush Users – Semrush
- Twitter Flight School Video Badge – Twitter
- Microsoft Advertising Certified Professional – Microsoft
- Growth Hacking Foundations – LinkedIn
- Apple Search Ads Certified Professional – Apple
- Advanced Search Engine Optimization – eMarketing Institute
- Affiliate Marketing Certified Professional – eMarketing Institute
- Blogging – eMarketing Institute
- Certified Content Marketing Professional – eMarketing Institute
- Email Marketing Certified Professional – eMarketing Institute
- Online Marketing Certified Professional – eMarketing Institute
- Digital Marketing on Facebook Learning Path – Meta
- AI From The Data Centre To The Edge – Intel
- Qualified 99th Percentile – MENSA India