



Darpan Saxena

MBA 2017-19 | IIM Udaipur

Marketer by profession and blogger by hobby. I have worked in a product management role for over 2 years. Created several products, generating sales of over ₹2 Crore. I specialize in online marketing and I have saved over ₹20 lakhs from the marketing spend by creating efficient sales funnels

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🌐 www.superheuristics.com

WORK EXPERIENCE

Executive, Marketing CL Educate Ltd.

05/2015 – 06/2018

New Delhi

Achievements/Tasks

- Ideated 3 new online products in association with the CDO and CAO; generated over ₹2 Crore
- Conceptualized and developed the PDP Zone; generating over ₹20 lakh in online sales
- Aided a 196% growth in revenue from the web by implementing buyer person on the website
- Saved up to ₹25 lakh from online marketing spend by developing Free Zone for lead-gen
- Conceptualized ad copies for marketing campaigns – resulting in revenue upwards of ₹4 crore

Management Intern Genpact Digital

04/2018 – 06/2018

Noida

Achievements/Tasks

- Suggested 9 areas of development/features for an AI driven pharmacovigilance solution
- Took the initiative to create a ready-reckoner of competitor's features for senior management
- Performed a comparative analysis of 3 Hadoop distributions in the market for senior management

Consultant Abbott

08/2018 – 11/2018

Singapore

Achievements/Tasks

- Responsible for creating a sales attribution strategy for the Women's Health and Gastro teams
- Creation of a sales strategy for Abbott to get doctors and hospitals, in Singapore, on-board

EDUCATION

Master of Business Administration (MBA)

Indian Institute of Management (IIM), Udaipur

2017 – 2019

Udaipur

Bachelor of Technology (B.Tech)

Amity School of Engineering and Technology

2010 – 2014

Noida

SKILLS

Digital Marketing SEO AdWords Sales Funnel

Facebook Ads Analytics PPC Data Science

VFX Market Research Product Management

Brand Management Retail Management

Sales & Distribution Management Lead Generation

Email Marketing Marketing Strategy

ACHIEVEMENTS

Best in Technical Innovation

Awarded 'Best in Technical Innovation' by ECE department of Amity University, Noida (2014)

Research Paper published in IEEE Explorer

Published 'Self-Acclimating Hybrid Network Topology' at an IEEE Conference in Jaipur (2014)

Research Paper published at IIM Calcutta

Published 'Creating Efficient B2C Sales Funnel in the Education Sector' at IIM Calcutta (2016)

PERSONAL PROJECTS

SuperHeuristics.com - Marketing Blog for MBAs (02/2018 – Present) [🔗](#)

- Founded the blog for MBAs & professionals
- 2000+ subscribers who are students from across the IIMs, XLRI, MDI
- Achieved Google Page 1 rankings for many articles through on-site and off-site SEO pursuits
- Ran Facebook Ad Campaigns to acquire 300+ leads at merely ₹6.10 & ₹7.50 per lead cost

Conducted Digital Marketing lectures (09/2018 – Present)

- Bootcamp to teach Google Ads, FB Ads and SEO to first year students of IIM Udaipur
- Resulted in helping the students achieve Google Ads certification

CERTIFICATES

Google Adwords

Google Ads certified (formerly AdWords), adept at running and managing Ad campaigns

Hubspot Inbound

Certified 'Inbound Marketer' (HubSpot) to attract, convert leads & delight online customers