



# ROHAN SEHGAL

## HEAD OF MARKETING

Visionary Marketing Leader | **15+ Years** of Expertise in Driving Revenue Growth, Elevating Brand Awareness, and Managing P&L with Precision | Skilled in Strategic Insight, **AI-Driven Innovation**, and Creative Excellence | Proven Success in Product Launches, Brand Revitalization, Market Expansion, and Data-Driven Campaigns | Integrity-Led Leadership with a Track Record of **Fostering Innovation and Cross-Functional Collaboration**

### PROFILE SUMMARY

- **Experienced Leader:** Skilled in brand positioning and marketing strategy development for **B2B** and **B2C** with spanning across (SaaS, HealthTech), **consumer goods** (FMCG, Durables), **automotive**, and **telecommunications**.
- **Innovative Advertising:** Crafting impactful strategies to boost **product awareness, customer acquisition, and revenue growth** through ATL, BTL, and digital channels.
- **Market Expansion:** in strategizing and executing successful product launches, **driving market share growth** and penetration through **PR**, events and strategic partnership and alliances
- **Strategic Planning:** Conducting thorough **consumer research** to shape long-term business direction and establish compelling brand propositions.
- **AI and Marketing Automation:** Proficient in tools like **ChatGPT**, Salesforce Marketing Cloud, HubSpot, **Claude AI** and **Google AI**.
- **Digital Marketing:** SEO, SEM, email marketing, social media campaigns, programmatic advertising, **building brands, and generating revenue through performance and growth marketing.**

### PROFESSIONAL EXPERIENCE

#### HEAD OF MARKETING

PURPLE QUARTER 10-2023 TO PRESENT

- Spearheaded transformative branding and marketing strategies for Purple Quarter, elevating **brand visibility** by **25%** across the dynamic Indian and Middle Eastern markets.
- Crafted and executed innovative marketing blueprints that fuelled a **40%** surge in website traffic and a **20% boost** in qualified **lead generation**.
- Forged high-impact collaborations with **TechSparks** and **Dubai FinTech Events**, enabling strategic networking with C-suite executives and achieving exceptional **ROAS of 2.5X (India) and 3X (Middle East)**.
- Directed a high-performing team of 10 in delivering captivating campaigns across digital and traditional platforms, driving a **15%** increase in customer engagement metrics.
- Built and nurtured strategic alliances, propelling Purple Quarter's client network expansion by **35%** and solidifying its dominance in tech executive search.

#### DIRECTOR-MARKETING & CONSUMER INSIGHTS

MEDIBUDDY|01-2021 TO 01-2023

- Orchestrated **multi-channel marketing** strategies, seamlessly integrating traditional advertising, digital platforms, CRM, and other marketing initiatives.
- Spearheaded a high-performing team of **24 marketing professionals**, catalysing a **350% revenue surge** through strategic go-to-market campaigns and market penetration initiatives.
- Maximized media investment efficacy by achieving **1.2x ROAS** through sophisticated channel optimization and strategic budget orchestration across integrated marketing platforms.
- Transformed the brand's digital footprint and media presence, engineering a **400% increase in PR value**.

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### ACCOMPLISHMENTS

Onboarded Amitabh Bachchan as the brand ambassador and star campaigner for MediBuddy, a healthcare platform.

Managed over **INR 100 crore** marketing budgets to reach the right set of consumers through the proper channels.

Increased **revenue** by **3.5X** and **brand awareness** from **19% to 75%** through marketing strategies and consumer insights.

Successfully introduced and executed **Unlimited Plans** for MediBuddy, to break the clutter in the competitive healthcare sector.

Improved **NPS** from **-60 to 20** by understanding the consumer's voice.

Increased **user growth** by **26%** by driving marketing initiatives for repeat and new user growth.

Reduced **CAC** by **12%** by optimizing the proper channels for consumer acquisition.

### SOFT SKILLS

Problem Solving

Decision Making

Team Building

Innovator

Attention to Detail

Analytical & Critical Thinker

## STRENGTHS

### STRATEGIC THINKER

Capable of devising long-term marketing plans that align with overall business goals and market trends.

### EXCELLENT COMMUNICATOR

Articulate ideas clearly and persuasively, both internally to team members and externally to stakeholders.

### STRONG LEADERSHIP

Skilled in leading and motivating cross-functional teams to execute marketing strategies effectively.

### CREATIVE VISIONARY

Generate innovative ideas and concepts to differentiate the brand and captivate target audience.

### DATA-DRIVEN

Proficient in utilizing data analytics and market research for informed decision-making and optimized campaign performance.

### RESULT-ORIENTED

Committed to achieving measurable results and driving growth in brand awareness, customer acquisition, and revenue.

## EDUCATION

PGDM-MARKETING  
IILM GURGAON 2009-2011

B.TECH-COMPUTER SCIENCE  
PTU JALANDHAR 2002-2006

## CERTIFICATIONS

CERTIFIED NIELSEN TRAINER  
Part of Nielsen Trainer Community, Programs on Discover Nielsen, Cross Vertical Trainings, SPARTA and Behavioural Skills Workshops (2017- 2019)

## HOBBIES

Experimenting with marketing  
Cooking  
Travelling offbeat  
Strategy gaming

## PERSONAL INFO

DOB: 07-04-1985

## DIRECTOR-CLIENT PARTNERSHIP

NEPA INDIA | 10-2019 TO 12-2020

- Led North Business for the organization; increased the overall revenue for the organization to **2.5X**
- Managed 5 team members and ensured delivery of service to clients to achieve financial & operational performance indicators.
- Drove marketing strategies by providing consumer
- Insights and recommendations to increase reach & resonance of various brands.

## SENIOR MANAGER-MARKETING EFFECTIVENESS

NIELSEN INDIA | 12-2017 TO 10-2019

- Led the marketing effectiveness solutions (North) with a team of 8 people collectively handling the business of **\$500 K annually**.
- Responsible for growth strategy, **marketing and P&L** of the marketing effectiveness solutions.

## MANAGER-MARKETING EFFECTIVENESS

NIELSEN INDIA | 06-2016 TO 11-2017

- Responsible for new business development and crafting marketing strategies for brands on boarded

## AWARDS & RECOGNITION

### SILVER AWARD-USEFUL

Awarded for creating effective marketing strategy for Saavn Airtel, Maruti.

### SILVER AWARD-CONNECTED

Awarded for managing Nielsen Marketing Effectiveness event.

### GOLD AWARD-PERSONAL

Awarded for reaching the top 3 finalists globally out of 132 entries for Nielsen-Nestle i2i event.

## BUSINESS HEAD

LARGE ACCOUNTS BLOGWORKS | 02-2015 TO 07-2016

## SENIOR MANAGER-BRANDS

CELESTE XPTECH | 06-2011 TO 02-2015

## ASSOCIATE-UHNI ACCOUNTS

KOTAK MAHINDRA BANK | 06-2007 TO 10-2008

## CORE COMPETENCIES

Digital & Social Media Marketing

Marketing Communication

Event Management

Consumer Insights & Market Research

Brand Strategy & Management

Brand Campaign Management

Media Planning

SEO

Team Building & Leadership

Public Relations

Vendor Management

GTM Strategy

Budget Forecast

Growth Marketing

Email Marketing

Performance Marketing

Brand Positioning

ATL/BTL