

GAURAV ARENG CHAKRAVERTI

MARKETER | ENTREPRENEUR | STO STRATEGIST |
BRAND & MARKETING SPECIALIST



CONTACT

+91 99728 15632

Gaurav@TheAlphaBet.biz

Bangalore, India

EDUCATION

JAMES COOK UNIVERSITY
MBA Global Marketing
Class of 2014 - Singapore

STANFORD UNIVERSITY
BTC & Crypto Technologies
2018 - Online

SKILLS

Analytics & Data Visualization

Soft Skills & Communication

Team Management/Leadership

Creativity & Storytelling

Omnichannel & Inbound

COVERING LETTER

An Inbound Marketing specialist with 11+ years of work experience.

I am adept in Market Analysis, Strategy Development, Global Marketing strategy, Channel management, Search Engine Optimization (SEO), Search Engine Marketing (SEM), Social Media Marketing (SMM), Influencer Marketing, Campaign Management, Website Design, Conversion Rate Optimization (CRO), Online Reputation Management (ORM), Monetization Strategy, Analytics, Content Marketing and Business Sustainability. Moreover, my on-the-job experience has equipped me with knowledge of multiple disciplines and lines of business bringing actionable insights and solutions into practice.

I excel in a challenging work environment where, not only are my skills put to the test, but there is scope to experiment with new strategies, tools, and channels. I am extremely competitive and motivated, committed to every task's success, and work well with a team.

I currently advise Marketing Solutions to various brands, blockchain, and cryptocurrency projects, and looking for new opportunities that test me and enable me to continue to grow professionally.

CERTIFICATIONS & MEMBERSHIPS

Google Analytics. Google AdWords. HubSpot Inbound. HubSpot Content. Udemy Brand Strategy. GBPA Blockchain Excellence.

Member of the Global Blockchain Pioneers Association, External Analyst for Crypto Asset Ratings, Inc., Advisory Board Member of the IDACB, High 1000 Member at the IMMO Foundation, Expert at ICOBench. Member of the Alliance of Blockchain Professionals.

GAURAV ARENG CHAKRAVERTI

MARKETER | ENTREPRENEUR | STO STRATEGIST | BRAND & MARKETING SPECIALIST

PROFESSIONAL EXPERIENCE - ENTREPRENEURIAL

ALPHA BET

Alpha Bet Business Solutions LLP is a Brand Management and Marketing firm that specializes in Semiotics, Inbound Marketing.

Notable Clients: Yahoo! India & Singapore, Koy Store, West India Co., Store2Door (Dubai).

Co-Founder & CEO, 2015-present

Brand, Communication & Marketing Strategies for brands across India, Singapore, Dubai, and the US.

End-to-End Campaign Management

Vendor management; daily operations, reporting, and payments

Resource Management - Allocation, Coordination, and Reporting

Client Relation Management

Research & Analysis - Competition Mapping, Innovation, and Training

SAUNDCHECK

SaundCheck is a subsidiary of Alpha Bet that focuses on personal branding, monetization strategy, social media marketing, channel management, online talent and reputation management and influencer marketing for celebrities; musicians, models, actors, fitness professionals, etc. across the world.

Notable Clients: Titus Unlimited, US, Balanced Bodies Wellness, US, Tanishq Sharma, IN.

Founder, 2016-2019

Client liaison and Business Development

Personal Branding, Marketing and Influencer strategy

Vendor management; daily operations, reporting, and payments

Content management for key clients

Key account management

Monetization Strategy

Online Reputation Management

GAURAV ARENG CHAKRAVERTI

MARKETER | ENTREPRENEUR | STO STRATEGIST | BRAND & MARKETING SPECIALIST

PROFESSIONAL EXPERIENCE - SERVICE

BAJAJ FINSERV

India's most diversified and successful NBFC that truly harnesses the power of digital capabilities, and seamlessly integrates them into the financial sector.

Manager - Marketing, Digital and SEO, Mar 2014-Nov 2015

Cross-function liaison for all Marketing briefs [across 17 LOBs] and internal functions

Concept development for Brand and Business Marketing campaigns in line with allocated budgets

Work allocation to team members and agencies for Digital Marketing in line with individual business objectives

Reporting and tracking campaign efficacy

Cross-Channel Digital Marketing Specialist

Managing the Digital Marketing team and handling hard target realization

DELUXE DIGITAL STUDIOS

Deluxe creates, transforms, localizes, and distributes content for motion-picture groups, television studios, digital content providers and advertising agencies, and is a global partner to content creators and distributors.

Supervisory Scripting Specialist, Quality, and Scheduling Lead, Mar 2008-Jun 2012

Led a team of 14

Managed all communications for the Bangalore team with the Montreal, LA, and London offices

Resource Allocation, Scheduling, and delivery SPOC

Was lead for generating continuity sheets for Hollywood Box Office production houses

Created, proofed and delivered copyright documents

Created, proofed and delivered final subtitle files

Still hold the highest interview/test score for English proficiency and comprehension - India

GAURAV ARENG CHAKRAVERTI

MARKETER | ENTREPRENEUR | STO STRATEGIST | BRAND & MARKETING SPECIALIST

PROFESSIONAL EXPERIENCE - CONSULTANCY & ADVISORY

LEADREX

LeadRex is the lead generation one-stop-shop for launching effective online advertising campaigns and creating & executing digital marketing strategy in real-time, providing quality lead generation using Artificial Intelligence.

Marketing Advisor, May 2018-May 2019

Research & Business Case

Conceptualization - Industry Gap Analysis, Creation of Customized Solutions, Whitelabel Solutions

Alliances - Advisors, Investors & Legal

Community Management

Social Media Marketing Strategy

Inbound Marketing Strategy

ERA SWAP TECHNOLOGIES

Blockchain solution for the global freelance labor market, making it possible for users of the Era Swap ecosystem to be able to "tokenize", and thereby better monetize their time.

Marketing Advisor, Aug 2018-Feb 2019

Competitor Analysis

Marketing Strategy

Communication Strategy

Campaign Strategy

Bounties, Affiliates, and Referrals Strategy

Brand Development

Social Media Strategy

ADDITIONAL ROLES (PAST AND ONGOING)

Undal Technologies, Entry.Money, SID, ADAB Solutions, The Government Network, Presale Market, Sportie, Lucre Global Corp., ProductProtocol, and BitWhale.

Marketing Advisor or Head of Marketing Apr 2018-Present
