

GAURAV ARENG CHAKRAVERTI

BRANDING & MARKETING SPECIALIST AND CREATIVE



CONTACT

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Bangalore, India

EDUCATION

JAMES COOK UNIVERSITY

MBA Global Marketing

Class of 2014 - Singapore

STANFORD UNIVERSITY

BTC & Crypto Technologies

2018 - Online

SKILLS

Multi-Format Content

Soft Skills & Communication

Team Management/Leadership

Creativity & Storytelling

Omnichannel & Inbound

SUMMARY & OBJECTIVE

Certified in Inbound Marketing & Global Marketing strategy; A Lifestyle Photographer, and Documentary Filmmaker, with over 12 years of work experience. I've helped put together marketing strategies for companies of various sizes across the globe, as well as helped individuals create a personal brand, be heard, and effectively monetize.

I'd always wanted to pursue a more creative path - though having a degree in fine art or genuinely trying to be a rockstar all my youth didn't do much for me in ways of a career path. I now spend a lot of my time consulting and finding ways to effectively blend my marketing know-how with visual direction.

Being an Inbound Marketer, I'm a firm believer in the effectiveness of quality content, and due to that Inbound background, I not only thoroughly enjoy creating content, but also love delving deep into why certain content works, and formulating what kind of content & communication will better performance within different demographics.

When I'm not over-thinking a content strategy, I enjoy creating social media content that's more geared toward lifestyle, documentary, boudoir, pets, creative portraits, and even the occasional music video.

Apart from leading marketing strategy as well as content creation, I'm also equipped to take on all aspects of Inbound Marketing, from Web Design to SEO/SEM/SMM, Content Creation, Creative Direction, and Photo/Video conceptualization, execution, and post-processing; and actively seeking new opportunities within Marketing-focused content creation and/or creative fields.

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PROFESSIONAL EXPERIENCE

LIFE: BY GAURAV

After spending many years behind the scenes directing and conceptualizing a brand's creative strategy, I have actively pivoted to being more behind the camera, executing ideas that I have conceived that can enhance a brand's/or individual's marketing or sales efforts online. To aid the process, I put together a mini production house to help across the fields of photography videography, filmmaking, advertising, or all-around content creation.

Notable Clients: NotJustHot, Lagom, Big Banyan Wines, Asian Food Company, Fifty Rocks, Laci Kay Somers
Creative Director, 2019-present

Lifestyle Photography

Documentary Photography

Documentary Filmmaking

Advertising Films

Creative Direction

Social Media Content Creation and/or Editing

SOFTWARE EXPERTISE

Adobe Lightroom & Photoshop, FinalCutPro (Editing & Color Grading), CinemaGrade, YouTube SEO Analytics, TubeBuddy, Instagram, HubSpot, Google Analytics, Google AdWords, Facebook Ad Manager, HubSpot CRM, WordPress, and WooCommerce, MS and MacOS Office.

CERTIFICATIONS & MEMBERSHIPS

Nikon Premium Member; Creatives in Asia; Meero Pro; KalaMint NFT.

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.

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PROFESSIONAL EXPERIENCE

ALPHA BET

Alpha Bet Business Solutions LLP is an Inbound Marketing & Brand Management firm. Verticals under the Alpha Bet banner include start-up success programs, ICO/STO marketing services, and creative direction - thereby covering the gamut of services from Personal Branding and Monetization strategy to global marketing campaigns. Notable Clients: Yahoo! India & Singapore, Koy Store, West India Co., Store2Door (Dubai).

Co-Founder & Creative Director, 2015-present

ZIGNALY

Cryptocurrency exchange, and social,cloud-based trading platform that allows users to automate their trading and leverage first-of-its-kind features within their trading strategy, like Profit Sharing using PAMMs or even the use of an NFT-based insurance protocol.

Inbound Marketing Specialist, Feb, 2021-present

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

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

ADDITIONAL ROLES (PAST AND ONGOING)

Era Swap Technologies, 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
