

Mathew Mammen

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Solution and outcome oriented problem solver with 14 years of experience in marketing, advertising, digital and branding. Over the last few years, I have focused on data driven strategies tied into performance campaigns with the key objective of growing revenue.

Head - eCommerce & Digital : Venoor Living, UK

May '21 – Present

A sustainable home furniture retail brand based in London with the ethos of giving back

- Oversee and grow the Digital Revenue from Owned & Third Party channels like **Amazon UK, Etsy, eBay, Wayfair**, and other leading marketplaces in UK
- Implementation of business automation activities to increase turn around times and improve customer satisfaction
- Ownership of P&L for all digital activities & Evaluation; optimisation of product and channel mix
- **Key Result: Tripled conversion rate from 0.4% to 1.2% on the website in 3 months in an industry where the average conversion rate is 0.6%**
- Additional Project: responsible for all digital marketing activities of the parent company (MegaSpeed Cargo) based out of Dubai

Head – eCommerce : Nanda Feeds Pvt. Ltd. (Nandu's)

Jan '21 – May '21

An omni-channel meat retailer based out of Bangalore, India

- Oversaw and grew the Digital Revenue of owned channels of the website, mobile apps and call centre and Third Party channels of Swiggy, Dunzo & Instamart
- Managed and oversaw the digital team for website & mobile app development
- Oversaw the Customer Care complaints and escalations from digital team
- **Key Result: Designed and developed functions and systems that achieved a 20% campaign optimisation and increased the overall revenue**

Founder : First Disciple Consulting LLP

July '18 – Dec '20

A startup focused on auditing and consulting with brands to increase digital marketing efficiencies

- Consulting, Marketing (Digital Marketing), Revenue Generation and Brand Building
- **Clients include: Fit Dish Fetish, Areev, The Registry of Sarees, Yaali, Revvster, Baetho, Venoor Living (HILHIM), Nanda Feed Pvt. Ltd. (Nandu's)**

Vice President - Strategy & Planning : i-Vista Solutions

April '15 – July '18

A performance based digital marketing agency based out of Bangalore

- Consultation with C-Level executives to identify problem areas based on analytics and paid media data-sets of onboarded clients, while simultaneously defining digital strategies for prospective clients
- **Key Results:**
 - Load factor increase **Air Pegasus** by 27% using booking and analytics data
 - 32% growth in leads for **CtrlS** and **Cloud4C** by restructure of SEO & SEM
 - Digital consulting partner to **RK Swamy BBDO for Mars**
- **Clients: CtrlS/Cloud4C, Air Pegasus, Bharti AXA General Insurance, Akshaya Motors, TransCars Motors, Whiskas, Snickers, Pedigree, Elgi Ultra, Exide Life Insurance**

Chief Operating Officer : Freethinkers, Bangalore

November '13 – April '15

A traditional advertising agency based out of Bangalore with experience in events, branding and activations

- **Objective:** Transform the account management & creative teams, while working with external agencies to create effective digital engagements for each client's requirements while also defining KPIs for every client engagement
- **Key Achievements:**
 - Increased retainer revenue by 3x through proactive cross-selling and up-selling of services and solutions while maintaining a 1:3 cost to revenue ratio
 - Built & transformed a team of 10 to include digital understanding and design sensitivities

- **Key client related achievements have been the:**
 - Establishing a positive brand identity for the employees of 24/7 Inc. which internally struggles with the badge of being just a call centre
 - Launch of Bengaluru Marathon from brand identity, website and marathon collateral design
 - Brand strategy and product positioning for BiBox, a robotics program for CBSE board schools
 - **Clients: 24/7.ai, Mantri Developers, LGCL, BiBox, Bengaluru Marathon, Helicon Consulting, Radio Indigo, Indigo Live/IndigoXP**
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Other Positions & Key Results:

Account Manager, i-Vista Solutions, Bangalore

January '12 – May '13

- Grew Tax-filing business for eMudhra by 30% through digital
- Clients: eMudhra, Karnataka Udyog Mitra, IFB Appliances, TaxSmile, Audi (Bangalore & Chennai)

Account Manager, Freethinkers, Bangalore

March '10 – January '12

- Clients: Booster Juice, Kiwi Kiss, Logica, Vivanta by Taj - MG Road, 24/7 Customer Inc.

Account Executive, MAA Bozell Communications Pvt. Ltd.

October '09 - March '10

- Clients: AVTEC, Home Shikari, Narayana Health, Skylark Mansions

Jr. Sales Executive, Trident Hyundai, Bangalore

August '08 - February '09

Education

2009 | Aberdeen Business School, Aberdeen, Scotland

MSc. International Marketing Management : Consumer and Media Communications, Managing People

2006 | Presidency College, Bangalore, India

BBM : Marketing, Consumer Behaviour, Product Management

2003 | Presidency PU College, Bangalore, India

Specialisation: Commerce

2001 | The Modern High School, Dubai, UAE – ICSE

Specialisation: Science

Certifications

Artificial Intelligence: Implications for Business Strategy

MIT Sloan Executive Education - Jan 2018

Skills

Project Management | Digital Marketing Specialisation | Hands on Google Ads & Analytics experience | SEO Strategy | SEM/PPC Planning & Strategy | Social Media Planning & Strategy | Performance & Programmatic Marketing | Brand & Marketing Planning & Strategy | Revenue driven intra-preneur / entrepreneur | Profit & Loss ownership