

ROHIT IYENGAR

[LinkedIn](#)

www.rohitiyengar.com

Summary

Grow your business by telling your product / brand story with holistic, personalized multi-channel marketing campaigns. 6+ Years of global experience in luxury real-estate, e-commerce, energy & entertainment.

"He spearheaded the successful launch of SoBo (South Bombay) projects achieving record-breaking sales rates. His expertise in brand positioning and cross-channel branding, coupled with his effective coordination skills, ensured project success. Additionally, Rohit demonstrated initiative by contributing significantly to developing a new luxury sub-brand and conducting workshops for marketing employees. His strategic thinking and attention to detail were evident in various projects, making him an invaluable asset to any team."

– Vinay Shetty, Cluster Head Luxury at Kalpataru Limited.

Skills

Functional: Go-To-Market, brand positioning, ATL & BTL campaigns, communication & social media strategy

Management: Stakeholder, agency & vendor management, data analysis, strategic planning & budgeting

Technical: Sales Force Data & Marketing Cloud, video editing & design, audio production & Power BI

Experience

Kalpataru, Mumbai (India)

Residential & commercial real estate developer since 1969

AGM – Digital Marketing

Sep '22 till Present

- Generated **revenues** via multi-channel **digital campaigns** for 10 projects with a **Return on Ad Spend of 12**
 - Delivered leads, walk-ins & bookings across 3 segments (aspirational, premium & luxury) in 7 micro-markets (South Mumbai, Western Suburbs, Thane, Karjat, Lonavala, Noida & Indore)
 - Increased **digital NRI Sales by 200%** by reaching customers in the UAE, Singapore, USA, UK and more.
 - Planned campaigns on Google Search, DV360, Meta (Facebook, Instagram & WhatsApp), property portals (MagicBricks, Housing.com, 99 Acres etc.), InMobi, SMS, Email, Inshorts, OTT, Publishers, Connected TV & more.
- Improved **ad spend efficiency by 30%** via **Salesforce Marketing Cloud** and **AI** enabled tools that automated the customer journey
- **Online reputation management** for the Kalpataru Group & leadership team

AGM – Luxury Brand Marketing

Sep '21 to Sep '22

- **Increased lead inflow by 88%, walk-ins by 134%** (Y-o-Y), for the **luxury residential division** by curating the customer experience
 - Crafted the **brand positioning** and launched **cross-channel lead generation campaigns**: paid/organic digital media, print & out of home (OOH) ads, email, SMS, and loyalty channels.
- Achieved the **highest** (by a margin of **30%**) **per-square-foot rate sale** in Kalpataru's history at the time by launching **Kalpataru Oceana**
 - Developed brochure, sales presenter, site branding, invite cards, custom gifts & more while coordinating **15+** external stakeholders to ensure the timely inflow of deliverables.

Firm Building Initiatives, Awards & Employee Engagement

- Innovated & spearheaded the development of a website & online brand identity for a new luxury sub-brand
- IDEA Online Advertising Campaign of the Year, Real Estate Realty+ IDEA Indian Digital Excellence Awards, 2023
- Ultra Luxury Project of the Year, Kalpataru Oceana - Business Excellence Awards by ABP, 2023
- Developer of the Year Luxury - Business Excellence Awards by Adsync & Zee Business, 2021
- Taught workshops for 20+ marketing employees: Salesforce, digital creative optimization & improving communication skills with improvisation techniques.

Helping Group, Dubai (UAE)

Rocket Internet backed online home services platform in 200+ cities in 11 countries

Marketing Manager (Middle East)

Jun '18 to Feb '20

- **Doubled** order volumes for Middle East in **6 months** by leading the **market entry** into **Saudi Arabia**
 - Led **Arabic-first multi-channel launch** on Instagram, Facebook, Snapchat & Google Ads (Search & Display)
 - Performed copywriting, storyboarding, ad production, **campaign** creation and **management**
 - **Designed OKRs** and **tracked performance** using Google Analytics & Tableau
- Drove **30% Y-o-Y growth in the UAE** and **55% in the Middle East** in the face of global competition
 - Directed an ad-spend of over AED 1M to geo-targeted premium customer segments
- **Reduced CAC** by **30%** by **deploying** effective **AB Testing** and brand-new creatives that were updated regularly
- Conceptualised & executed multiple OOH & event campaigns while **hiring & training** a global team of 6 marketers

Beacon Energy Solutions, Dubai (UAE)

Renewables & energy-saving consulting for residential, commercial & government clients

Marketing Coordinator

Apr '17 to Jun '18

- Contributed to a 100% increase in total revenue by rebranding the logo, products, website, & collaterals
- Built a cloud-based, multi-user lead mgmt. system to facilitate seamless exchanges b/w Sales & Engineering

Principal Media LLC, Los Angeles (USA) Producing & distributing top-level TV & Film programming since 2005

Manager - International Deliveries

Feb '16 to Jul '16

GVA Talent, Los Angeles (USA) Boutique talent agency providing representation for TV & Film actors

Executive Assistant

Jul '15 to Jan '16

Education

Indian School of Business

Apr '20 to Aug '21

Master of Business Administration (PGP). Dual Major: Marketing & Finance

Columbia College Chicago

Sep '12 to May '15

Bachelor of Arts in Cinema Arts + Science (Film Production)

Certifications

Amazon Ads Retail, 2024

LinkedIn Marketing Solutions Fundamentals, 2024

Wellingkar Education: Advanced Business Analytics, 2023

AstroLabs: Comprehensive Digital Marketing, 2019

Google Ads Fundamentals, Search & Analytics. 2019

Languages: English, French (DELF A2), Hindi & Tamil

Independent Projects

Musical Improv ME Middle East & India's 1st community dedicated to improvised (unscripted) musical theatre

Founder & Artistic Director

May '18 to Aug '21

- Organized workshops that garnered 750+ attendees and shows which attracted 500+ attendees
- Assembled a 5-member team to conduct workshops & managed an acting cast & support crew of 20+ during shows
- Developed 5 interactive online workshops during COVID-19
- Wrote, filmed & edited the educational "Intro to Musical Improv" web-series – Click here to watch

SPR Productions An end-to-end Audio-Video production firm

Founder & Producer

Jan '10 to Present

- 30+ satisfied clients & collaborators including Jashanmal Books & Mahesh Raghvan
- YouTube channel with 12,000+ subscribers and 5 million+ views www.youtube.com/SPRProductionsYT