

# PRATEEK GODIKA

A 24 TILAK NAGAR, JAIPUR, RAJASTHAN 302004

H: 0141-2622234 | C: +916375323955 | PRATEEKGODIKA@GMAIL.COM

<https://www.linkedin.com/in/prateekgodikamarketing/>

- <https://spiritualityandwellness.wordpress.com/about-us/>
- <https://www.theyogaboarder.com.au/>

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Marketing Manager effective at delivering high-quality content for digital, traditional and social marketing. High achiever who produces results individually, as well as part of a results-focused team.

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## SKILLS

- Used a/b and multivariate testing to drive 25% improvement in site conversion. Improved user engagement through detailed analytics and user testing.
- Managed strategic site redesign to improve brand messaging, engage new users, and improve conversion. Resulted in 18% increase in AOV, 12% increase in visit duration, and 12% decrease in bounce rate.
- Grew branded and non-branded organic traffic 80% through site optimization and PR/link-building campaigns.
- Increased referral traffic by 55% and increased new visitor traffic by 17%.
- Youndietplans.com
- Launched India's first meal planning service provider
- Collaborated with various industry leader's to develop more than 20+ unique meal plans module
- Successfully reach more than 10,000 users within span of 3 months, building a strong base to launch the brand.
- Used a/b and multivariate testing to drive 45% improvement in site conversion. Improved user engagement through detailed analytics and user testing
- Social Media Marketing & Advertising
- Web & Print content
- SEO
- Google adwords
- Shops( Shopify & Wordpress)
- Google Analytics
- Mailchimp
- Google Webmasters Tools
- Newsletters

- Grew branded and non-branded organic traffic 65% through site optimization and PR/link-building campaigns
- Social media engagement
- Digital marketing
- Social commerce
- Market research
- Online and mobile consumer marketing tools
- Social media expert
- Strategic marketing
- Web 2.0 savvy
- Multivariate testing knowledge
- Marketing plan development
- Positioning
- E-mail and direct mail marketing campaigns
- Product forecasts
- Case studies
- Industry analyst relations
- Special events planning

## **PERSONAL INFORMATION**

PERSONAL DETAILS , Date of Birth - 09/10/1980 Marital Status - Single Present  
Address - Kormangala, Bangalore THANK YOU Prateek Godika

## **WORK HISTORY**

Marketing Head // November 2012 to November 2014

- Worked with Alere Medicals( Weight Loss Division.

South India

Sales Manager // August 2011 to November 2012

VLCC Pvt. Ltd - Regional Marketing Manager - Karnataka & Kerala

- Worked with Future Group - Senior Executive - Marketing for CENTRAL & Brand factory Karnataka.

The Yoga Boarder

Digital Marketing Consultant // Bangalore, Karnataka // June 2014 to Current

- Directed and coordinated marketing activities and policies to promote products and services.
- Reviewed the financial aspects of product development, such as budgets, expenditures and research and development appropriations.
- Developed pricing strategies while balancing firm objectives with customer satisfaction maximization.
- Initiated market research studies and analyzed findings.
- Analyzed business developments and monitored market trends.
- Analyzed third-party data and investigated new growth opportunities.

- Collaborated with developers, advertisers and production managers to market products and services.
- Coordinated art and graphics creation for effective merchandising.
- Preserved brand integrity by monitoring the consistency and quality of marketing content.
- Created high-quality marketing strategy documentation, including product marketing briefs, FAQs and objection handling documents.
- Communicated marketing teams' plans and accomplishments to verify alignment with senior management objectives.
- Traveled nationally and internationally to meet with customers and deliver clear company messages.
- Analyzed usage patterns to understand ways in which customers used company products and services.
- Directed product development using in-depth knowledge of vendor landscape and industry insight.
- Developed and implemented campaigns for email, online advertising, search engines and direct mail.
- Defined and tracked campaign effectiveness and adjusted strategies accordingly.

## **EDUCATION**

M.B.A -

N.I.F.T // // 2007

B.E. B.M.S.C.E -

S.S.C. C.B.S.E Board // // 1999

H.S.C. C.B.S.E Board // // 1997