

DEVEESHVAR KUTTAN

DIGITAL STRATEGY

LEAN

MANAGEMENT

CREATIVITY

OPERATION

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CERTIFICATIONS

IASSC Certified Lean Expert

Google PMP Certificate

Google Adwords

Google Analytics

Digital Marketing

Sales

Copy Writing

Illustrator

Photoshop

HTML 5

Wordpress

SKILLS

Leadership

Teamwork

Creativity

Communication

Marketing Strategy

Empathy

Lean Thinking

Listening

Analytical

Management

Time Management

BackOffice

RCA

PMP Tools

EXPERIENCE

Operations Manager APAC

Apr 2020 – Dec 2020 .9 mos

OCUS

I strategised, developed and drove key business objectives such as conversion, engagement, social media campaign, and more. I also worked with digital marketers, communications, design teams and product teams from the ground up and implemented lean methodology successfully

From brainstorming with the content creators, graphic designers to getting visuals ready with strategizing along with digital marketers to get it published on platforms. Main responsibilities include managing the process end to end with a strong ROI mindset to yield maximum profit. Additionally managed small medium vendors across APAC

- Launched and Delivered 14 networks across 11 countries in APAC
- Managed a team of 3 project managers and worked cross functionally with Marketing, Sales, Community and Product teams to align messaging with the project scope
- Successfully ran a pilot for FoodPanda to close 2M\$ contract also responsible for interaction with the client for a smooth implementation
- Communicated progress and roadblocks to stakeholders including executive management and made pro-active recommendation to remove roadblocks leading to on-time delivery with in our SLA
- Creating and handling of dashboard through BI tools for monitoring data to take measures for SLA breach, Data driven decisions, leveling the pressure across team & business growth
- Met 100% of deadlines & project goals as a result received a promotion upon the successful completion

Project Manager

Jul 2019 – Apr 2020 .10 mos

OCUS

Completed over 700k photoshoots worldwide and worked with 500+ international brands spanning from UberEats to Rolex, Booking.com, OYO, Foodpanda, Agoda, Swiggy

- Taking care of end to end in a project from acquisition of visual creators through various channels to delivery of the content making sure all of SLA's, guidelines and checklists of the clients are met.
- Taking ownership of quality and creating guidelines for vendors to make the process as seamless as possible
- Proactively listening and solving issues with content creators, vendors and clients. Experienced in managing tickets in platforms like Zendesk & Freshdesk.

Me !

Colleagues know me as a collaborative problem solver and strategic advisor. I enjoy working with people from different disciplines, welcome the opportunity for creative thinking and continually strive to deliver optimum solutions for the business and the customers. If not about business then you can find me travelling with few friends or just playing football in the neighborhood. If you have made it so far then I am really pleased. You are Awesome and I would love to hear something from you!

Founder

Jan 2017 – Jul 2018 .1yr 10 mos

AVENTURE

My very first business venture, I still remember my very first marketing campaign with a budget of 28 USD to reach a ROI of 400% in a weeks' time. Fast forward to 6 Months, we developed enough resources to have an office, interns and tie ups with multiple properties across South India. This gave me a first hand experience from end to end in B2B & B2C. Customer centric approach with personal touch gave us this exponential growth in a short period of time.

- Digital marketing, Monetization of advertisements in social media to yield highest return
- Strategic planning, Marketing, Operations, Sales and Hiring
- Bootstrap funding to establish this venture
- Created visual contents using AIDA for marketing

Growth Marketer

Apr 2017 – Sep 2017 .6 mos

FLY HIGH PUBLIC SCHOOL

A brand new school in a suburban area. I had the entire responsibility of launching this business online. In the first month of "Google my business" We had a solid 140 new students registered for the following academic year. Digital marketing, Graphic designing, Website designing and strategies. From budget planning to execution, it was independently handled. An astonishing ROI within the first 2 Months of organic and inorganic monetization.

EDUCATION

Master of Business Administration

2017 - 2018

Haroun Education Ventures MBA Degree

B.sc Visual Communication

2016 - 2019

Dr. GRD College of Arts and Science