

DELJO JOSEPH

Location: Dubai

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WORK EXPERIENCE

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06/2020 – 03/2022

Product Growth Manager

KoinBasket | www.koinbasket.com

06/2020 – 03/2022

Growth Manager – Independent Consultant

ALM Corp - Concord, ON, Canada | www.almcorp.com

07/2018 – 04/2020

Organic Growth Manager

Meesho (Series D Funded by Naspers & Facebook, Raised \$215M) | www.meesho.com

- Directly reported to VP & General Manager of Marketing on all organic growth projects including SEO, Influencer Marketing, ASO and occasional performance marketing projects across channels.
- Built SEO strategy for the company from scratch and grown Meesho's blog from 0 to .7 million impressions, 11k clicks from Google with a lean team of 2 within 3 months of the project.
- Created influencer acquisition strategy for Meesho and scaled from 0 to 3k transacting users/month (500k+ Users) (<https://deljoseph.de/youtube-influencer-marketing/>)
- Strong knowledge of planning, implementing, tracking, optimizing and scaling complex digital campaigns on multiple digital platforms.
- Worked with cross-functional teams to implement tech requirements for SEO and other acquisition-related projects across channels (Google, Facebook & Tik Tok).
- Built SEM channel for app acquisition and grabbed >50% SEM keyword market share using tactical implementation.
- Worked with third party agencies and media houses whenever required for influencer, acquisition and strategic partnerships on the SEO projects.
- ROI focused project planning and resource allocation under the allocated budget.
- Managed a budget of \$70,000/month with a team of 4 to 7 associates including the creative team.
- Familiar with SEMRush, Google Analytics, Search Console, Ahref, Appsflyer & Mixpanel.
- Conducted multiple product related surveys to understand user behaviour and used them to optimize acquisition funnel.

01/2018 – 06/2018

Digital Marketing Lead

Augray Pvt. Ltd. | www.augray.com

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- Responsible for all marketing activities for B2B retention and marketing analysis, including conceptualization and development of a customer retention program.
 - Channelling the development of agnostic target groups through extensive analysis and testing.
 - Built complete lead collection funnel for Augray for their B2B business using LinkedIn, Google and Facebook.

09/2016 – 12/2017

Digital Marketing Manager

Fintapp | www.fintapp.com

- Managed entire digital marketing activities at Fintapp.
- Launched app user acquisition campaigns using Google, Facebook.
- Built marketing foundation from scratch for the company mobile app.
- Planning, control, support and optimization of digital campaigns and ensuring a smooth process.

12/2015 – 08/2016

Co-Founder, Chief Marketing Officer

Zerocool Interactive Pvt. Ltd.

- Set-up, management and development of the sales and marketing team.
- Defining the sales and marketing goals together with the team.
- Development of a strategic network.
- Active content marketing and lead generation.
- Overall responsibility for the operational and strategic management of the performance marketing channels (Google, Facebook, SEM, SEO, social media marketing)

12/2013 – 11/2015

Co-Founder, Chief Executive Officer

Eyepoppers Creative Solutions LLP

- Creation of an e-commerce platform from scratch to sell spices online (https://www.youtube.com/watch?v=SY7_2Ah-i0)
- Understanding and developing strategies for SEO, content marketing, SEM, social media marketing, user experience.
- Optimization of the conversion rate (CRO).
- Google Analytics, targets and conversions, A/B tests, worked on projects with lean team.
- Advising clients on best practices and long-term digital modelling.

EDUCATION

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2010 - 2013

Bachelor of Commerce

Mahatma Gandhi University, Kottayam, Kerala - India

Focus: Commerce

2008 - 2010

12 Standard

Kerala State Board, Kottayam, Kerala - India

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CERTIFICATIONS

2019

Business Analytics Certification from Wharton School of Business online course through Coursera

2017

HubSpot Inbound Marketing Certified

2016

Google AdWords Certified

2016

Google Analytics Certified

2011

Company Secretary (ICSI) Foundation Course

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MORE

HOBBIES

- Nutrition & Cooking
- Investing

READ ABOUT ME AND MY WORK

- <https://medium.com/meesho-tech/organic-growth-manager-deljo-joseph-has-learnt-the-art-of-being-outcome-driven-at-meesho-888249b910d5>
 - <https://www.techulator.com/resources/9446-Interview-with-Deljo-Joseph.aspx>
 - <https://deljoseph.de/youtube-influencer-marketing/>
 - <https://www.deljo.live/blog/competitor-analysis/>
 - <https://www.deljo.live/> / <https://deljoseph.de>
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REFERENCES

Vineesh Sandhir – VP Operations – ALM Corp

E-mail: vineesh@almcorp.com

Khaleel Baig – Founder & CEO – KoinBasket

E-mail: khaleel@fintapp.com

Dubai, March 3, 2024

Deljo Joseph

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