

Punkaj Saini

Digital Business Head | Product Head | Head of Digital Marketing

9892152472 | punkaj.saini@gmail.com | <http://www.punkaj.com> | <https://www.linkedin.com/in/punkaj/>

Introduction:

What drives me is being associated with brands and businesses which leverage the convergence of digital and connected technologies to create a positive real-world impact.

In these two decades I have played various roles of being on brand side, agency side and being a service provider myself. It has helped me to understand the un-said and have clarity on what the real ask is, what solutions are required and different ways and means to achieve them. It's led me to think of myself as a CIO. CIO being Chief Idea Officer or the go-to-guy for current and upcoming challenges.

It's also given me an opportunity to setup new business units, hire teams and & drive them to launch new products, build engaging web & mobile interfaces. Conduct ideation & brainstorm sessions, co-create creative route and concepts for design and creative language. Lead digital campaigns, SEO projects, content marketing plans, media buying and social media strategies.

Core Skills:

Executive Leadership: Generating lead revenue, Cash flow improvement, tracking bills & invoices, recovering outstanding dues, driving positive P&L margins, vendor & partner relationships.

Client Relationships & Business Development: Drive business development with sales & marketing teams, from identifying new leads to pitches and closures. Gauge exact scope and requirement, identify spends, finalize scope and commercials, vetting agreement & contracts. Be point of escalation for existing brands and upsell, drive new briefs/ strategic meetings.

Team Management: Team hiring, resource allocation for pitch and execution phases, drive appraisal process, devise knowledge sharing systems, training and processes, solve internal issues and inter-department conflicts, defining SOP's for execution and streamline project deliveries.

Digital Marketing: Digital strategy, email and affiliated marketing, video and content marketing, SEO, social media strategy, media buying & planning, campaign monitoring and analytics

Creative Thinking & Innovation: New product ideas, product activations, project discovery, persona mapping, insights from secondary research, online & offline synergies, monetization models, creative route & campaign structure.

Technology: Designing user journeys and wireframes, product usability, multiple CMS's, web development platforms & technologies, mobile development frameworks, cloud hosting and delivery.

Digital Journey:

Idea Digital Consultancy Services | <http://www.punkaj.com>

Aug 19 – Present.

Digital Marketing Consultant.

Currently based out of Mumbai and offering digital marketing consulting services.

Be it a digital product company or a brick & motor, the idea is to help them create opportunities and move towards next phase of growth using product innovation and digital marketing.

- ⇒ Building a product for Visitor Management System and online store for Gifting products.
- ⇒ Consulted a technology company in defining phase 2 of their ERP product.
- ⇒ Executed Digital Marketing campaigns for a real estate brand and personalized travel products.

Social Kinnect Pvt. Ltd. | <https://www.kinnectonline.com>

1 Years & 6 Months | Feb 18 – July 19.

Branch & Business Head – Gurgaon

To setup a branch from scratch is challenging and even more exciting. Started branch operations with 1 junior art resource and grew to build a cross functional and independent team of 35 people. The goal was simple, to hire the best resources and do amazing pitches which helped us win a lot of new brands and gain more business from existing brands.

- ⇒ Set up Social Kinnect's branch in Gurgaon and turn it profitable in a year.
- ⇒ Responsible for driving new business development and grow existing business.
- ⇒ Digital Strategy and client Servicing for key accounts
- ⇒ Some Clients: WillsLifestyle, Catch Spices, Honda Racing, Honda Two-Wheelers, JLF, ATS Infrastructure

To The New | <https://www.tothenew.com>

1 Years & 6 Months | Mar 16 – Sep 17.

Branch Head Mumbai | V.P. Digital Transformation - Noida

Started with ToTheNew's digital agency called Ignitee, based out of Mumbai for a year and then moved to TTN's technology division in Noida for offering Digital Transformation services.

- ⇒ Practice head for Digital Marketing services being serviced from Mumbai & Noida office.
- ⇒ Driving business development and ensure timely deliveries for Digital Marketing clients.
- ⇒ Draft technology models for Digital Transformation services.
- ⇒ Some Clients: Digital India, Amaron, #Fame, Tata Sky, HDFC Mutual Funds

Dentsu Webchutney | <https://webchutney.com>

4 Years & 6 Months | July 11 – Dec 15.

V.P. Servicing | Branch Head & G.M

There's a reason Chutney is one of India's best digital agencies and that's the crazy talent pool. It's an unceasing challenge to try and cater to ever-growing demands from clients, with little to no time for. To try and find a method in madness and mentor team members was a very creatively fulfilling experience.

- ⇒ Overseeing operations of Mumbai Branch with a team strength of 75.
- ⇒ Project planning, scheduling & team allocation for key accounts.
- ⇒ Active involvement for new briefs, creative discussion, pitches & commercials for key brands.

- ⇒ Mentor & manage account client servicing managers for financials, deliveries & timelines.
- ⇒ Some Clients: Pureit (HUL), MasterCard India, Bajaj Auto, Wipro, Kohinoor, History India

MidDay Infomedia Ltd. | <https://www.mid-day.com>

3 Years & 7 Months | Dec 07 – June 11

Head Digital Marketing

A complete joyride to work with a media company which believes in 'Make Work Fun'. Accomplished creating and building new site features, adding monetization models and increasing web traffic 4x times.

- ⇒ To establish mid-day.com as one of the top news/ information portals in India.
- ⇒ Strategize & Plan various content & asset strategy to increase traffic and drive engagement (more time)
- ⇒ Plan and build micro-sites and campaign pages for various features, occasions, festival & launches.
- ⇒ Training and discussion with reporters, editorial and publishing heads for 'web content' strategies.
- ⇒ Increased revenue through various ad models & platforms, develop alliances for content syndication.

Cynapse India Pvt. Ltd. | <https://cynapse.com>

1 Years & 4 Months | Aug 06 – Nov 07

Vice President - Internet Strategy | Business Director – Internet Properties

A small team of geeky nerds who run cutting-edge technology company offering collaboration tools and services as SAAS. Generating traffic, lead generation and cyn.in installation was the core to everything.

- ⇒ Digital Marketing, conceptualization, planning & implementation for cyn.in
- ⇒ Digital marketing for brand website - cynapse.com
- ⇒ DM strategy included SEO, SEM, PR releases, Blog Postings & Media Buying.
- ⇒ Email marketing, execute and track media operations & extensive Affiliate marketing initiative.

Webiquitous Solutions

3 Years & 1 Months | July 03 – Aug 06.

CEO & Founder

The phenomenal growth of digital service providers primarily offering web development services during that tenure made me setup my own digital marketing company. Servicing clients in India and UK/US (different time zones) was one of the toughest challenges.

- ⇒ Offering web development services on LAMP stack, media buying & SEO services.
- ⇒ Generating business through online and offline channels, events.
- ⇒ Manage business operations, projects deliveries, finances and administrative work.
- ⇒ Recruited, trained and managed a team of 15 full-time employees and 4 freelancers.

Puretech Digital Pvt. Ltd. | <https://www.puretech.com>

4 Years & 2 Months | May 99 – June 03.

SEO Lead | Project Manager | Manager Internet Marketing

This was lot more than just my first full time job. It exposed me to the ever fascinating world of Internet. The various web development technologies and platform. From coding in html on notepad to using Frontpage and then Dreamweaver. Using photoshop to make image changes and upload using FTP.

- ⇒ Lead generation & Business Development for web development projects.
- ⇒ Setup up an independent division for SEO, trained and mentored team members.
- ⇒ Project Implementation, client liaising & partnering with design/ development vendors.
- ⇒ Creating manuals, internal processes for best design, development & SEO practices.
- ⇒ Key Brands: Infosys, HDFC Bank, iFlex Solution, Mastek, McDonalds India, Shubhkaamna.com

Other Details:

Preferred Job Location: Mumbai

DOB: 24/08/1978

Education: B.Com (1999) | H.S.C. - 1996 | S.S.C – 1994

Diploma in Web Development from ZAP Academy (1998)

Diploma in Digital Marketing from Wintech Computes (1999)

Languages Known: English, Hindi, Punjabi, Marathi

Notice Period: NA