

1. **Name of Firm:** Deloitte Touche Tohmatsu India LLP \*
2. **Name of Staff:** Amit Chaturvedi
3. **Date of Birth:** 26-Nov-1985
4. **Total No. of years of experience:** 13+ Years
5. **Nationality:** Indian
6. **Education & Certification:**

Duration From (MM-YYYY) – To (MM-YYYY)	Name of Institution/ College/ Affiliated University	Degree/ Diploma/ Certification with Specialization details
05-2011 to 04-2016	Sikkim Manipal University	<b>B.A. in Journalism and Mass Communication</b>
02-2022 to 04-2022	Northwestern University's Kellogg School of Management	<b>Digital Marketing Strategies: Data, Automation, AI &amp; Analytics</b>
06-2022	Google	<b>Google Analytics Individual Qualification</b>
06-2021	Google	<b>Google Analytics Individual Qualification</b>
06-2021	HubSpot Academy	<b>Content Marketing Certification</b>

7. **Other Training:**

- **100 Days of Code: The Complete Python Pro Bootcamp** – Udemy\_(07-2022 - Still Pursuing)

8. **Membership of Professional Associations:** NA

9. **Countries of Work Experience:** India, [Nepal](#)

10. **Languages:**

Languages	Speak	Read	Write
English	Good	Good	Good
Hindi	Good	Good	Good

## 11. Employment Record:

Firm	From – To Date	Designation / Role	Location
Deloitte Touche Tohmatsu India LLP	From Aug 2022 to Current	Manager <a href="#">and Social Media Expert</a>	Delhi, India
MyGov India	From Mar 2017 to Till Mar 2022	Deputy Manager Social Media (Special Projects)	Delhi, India
RoadGods Pvt. Ltd.	From Aug 2016 to Dec 2016	<a href="#">Digital Strategist</a> <a href="#">Knowledge Management Expert</a>	Delhi, India
Notiby Technologies	Oct 2015 to Aug 2016	<a href="#">Social Media Expert</a> and Digital Marketing Manager	Delhi, India
Freelance	May 2014 to Jun 2016	Digital & Content Marketing Consultant	Gurgaon, India
Studio Brahma	Nov 2012 to Apr 2013	Content & Digital Strategist	Noida, India
Access Technologies India	Aug 2011 to Jan 2012	<a href="#">Content Writer</a> <a href="#">Knowledge Management Specialist</a>	Gurgaon, India
Solutions Digitas	Feb 2011 to Jul 2011	Content Analyzer	Delhi, India
Wreken Interactive	Jul 2008 to Aug 2009	Co-Founder	Delhi, India

## 12. Work Undertaken that Best Illustrates Capability to Handle the Tasks Assigned

<b>Year:</b>	Oct 2022 – Current
<b>Location:</b>	Delhi, India

<b>Employer:</b>	Deloitte Touche Tohmatsu India LLP
<b>Client:</b>	NASSCOM
<b>Summary:</b>	Selection of Consultant for <a href="#">knowledge management and</a> study of Edtech platforms <del>and</del> <a href="#">including</a> identification of best practices, FRD and RFP preparation.
<b>Positions held:</b>	Manager <a href="#">ETP</a> and <a href="#">Social Media Expert</a>
<b>Activities performed:</b>	<ul style="list-style-type: none"> <li>• <a href="#">Played a key role in carrying out stakeholder consultation meetings and was instrumental in coordination, monitoring and supervision of the overall project operations</a></li> <li>• <a href="#">Conceptualized, developed, and led the team to conduct research study for identifying best practice</a> of Edtech platform, and conduct Gap Analysis and suggested <a href="#">recommendations</a> for NASSCOM's edtech platform, FutureSkills Prime.</li> <li>• <a href="#">Provided comprehensive advisory support to the client across multiple facets of edtech and allied fields</a></li> <li>• <a href="#">Played a key role in agenda setting include preparation of critical documents including background notes, power point presentations, concept notes etc.</a></li> <li>• <a href="#">Prepared relevant presentation templates and documentation for briefing senior stakeholders</a></li> </ul> <p>Prepared reports on –</p> <ul style="list-style-type: none"> <li>• Comparative study of the User Interface (UI) and User Experience (UX) of 5 mutually agreed edtech platforms with NASSCOM's FutureSkills Prime.</li> <li>• Edtech platform Best Practice</li> <li>• Gap Analysis of NASSCOM's FutureSkills Prime Platform</li> </ul>

<b>Year:</b>	Aug 2022 – Sep 2022
<b>Location:</b>	Delhi, India
<b>Employer:</b>	Deloitte Touche Tohmatsu India LLP
<b>Client:</b>	MyGov India
<b>Summary:</b>	<a href="#">Project Management and Knowledge Management</a> <del>MU</del> for MyGov India
<b>Positions held:</b>	<a href="#">Manager-ETP</a> <a href="#">Social Media Expert</a>
<b>Activities performed:</b>	<ul style="list-style-type: none"> <li>• <a href="#">As a social media expert, Amit G</a> conceptualized, and helped design the execution of, website Usability Research for a Hackathon for transforming MyGov to MyGov2.0</li> </ul>

	<ul style="list-style-type: none"> <li>• <a href="#">Facilitated in development of RFP for Media Buying Activities for MahaVikas Quiz for MyGov</a></li> <li>• <a href="#">Assessed the inputs in the MyGov portal with special emphasis on <b>critical current topics like environment and climate change, sustainability, circular economy, industry 4.0 etc.</b></a></li> <li>• <a href="#">Played an important role in <b>project management/implementation</b> including stakeholder coordination, organization of meetings, submitting minutes of meetings etc.</a></li> </ul>
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<b>Year:</b>	Mar 2017 – Mar 2022
<b>Location:</b>	Delhi, India
<b>Employer:</b>	MyGov India
<b>Summary:</b>	<p><a href="#">Strategic support and knowledge management for MyGov.</a></p> <p>MyGov is an innovative platform to build a partnership between Citizens and Government with the help of technology for growth and development of India</p> <p>The Special Projects team of MyGov helped in creating social media strategies and campaigns for various GoI's flagship schemes for public welfare on social media platforms - from content ideation, creation, distribution to analysis. And, to provide feedback to key stakeholders of the Government.</p>
<b>Positions held:</b>	<b>Deputy Manager Social Media (Special Projects)</b>
<b>Activities performed:</b>	<p><b>Team:</b> Lead a team of 10</p> <p><b>Strategy:</b></p> <ul style="list-style-type: none"> <li>• Created <b>Social Media War Room</b> to monitor campaigns, news, social listening and sentiment analysis</li> <li>• Created <b>social media strategy</b> for various platforms</li> <li>• <b>Managed multiple social media accounts</b> on various platforms</li> <li>• Created <b>researched content</b> for Posts, Videos and InfoGraphics</li> <li>• Designed User persona by <b>analyzing audience data</b> from social media pages and website</li> <li>• <a href="#">Social Listening with Talkwalker to monitor trends &amp; conversations</a></li> <li>• <a href="#">Assessed citizens views and feedback on <b>critical topics like environment, sustainability, climate change, sustainability, recycling, circular economy etc.</b></a></li> </ul> <p><b>Martech Stack:</b></p> <ul style="list-style-type: none"> <li>• Created and deployed Chatfuel chatbot on facebook page and website to drive engagement</li> </ul>

	<ul style="list-style-type: none"> <li>● <b>Managed Social Media and Google analytics</b> reporting with PowerBI and Tableau</li> <li>● Later, automated real-time SM reporting with Google (Studio + Sheets)</li> </ul> <p><b><u>Project Management</u></b></p> <ul style="list-style-type: none"> <li>● <u>Assisted as a <b>knowledge partner</b> and helped in agenda setting, preparation of <b>documentation</b> and stakeholder coordination</u></li> </ul> <p><b>Product Development:</b> Helped develop prototypes for analytics and social listening tools</p> <p><b>Results:</b> Created a social first brand by organically growing</p> <ul style="list-style-type: none"> <li>● Facebook page from 3000 to 2.4+ million likes and 3.5+ million followers</li> <li>● Instagram from 0 to 1+ million followers</li> <li>● Youtube from 1k to 300k + subscribers</li> </ul> <p><b>Total subs/followers/likes:</b> Youtube: 2.8M subs   FB: 3.1M likes + 4.9M followers   Insta: 1.1M followers</p> <p><b>Team Building:</b> Conducted seminars and presentations for training and updating team with latest trends and technologies</p>
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<b>Year:</b>	Aug 2016 – Dec 2016
<b>Location:</b>	Delhi, India
<b>Employer:</b>	RoadGods Pvt. Ltd.
<b>Summary:</b>	<ul style="list-style-type: none"> <li>● <b><u>Knowledge management, digital advisory and social media management</u></b></li> <li>● Develop <b>digital marketing strategy</b> for RoadGods’ ecommerce website, social media pages</li> <li>● Improve search engine ranking for product pages. Manage online and offline marketing campaigns</li> <li>● Perform Competitive analysis to improve online Share of Voice and social media presence</li> <li>● Improve conversion rates for ecom<u>merce</u> website</li> </ul>
<b>Positions held:</b>	<b>Digital Strategist</b>
<b><u>Activities performed:</u></b>	<ul style="list-style-type: none"> <li>● <u>Created <b>Overall Digital Strategy</b>- SEO, Content, Social Media, Organic/Paid campaigns</u></li> <li>● <u><b>Managed Digital campaigns</b> using Google Marketing platform</u></li> <li>● <u>Conducted Competitive &amp; Marketing Research for Pricing and Product Development</u></li> <li>● <u>Conducted Audience Analysis, established User Persona and created Customer Segmentation for marketing and content</u></li> </ul>

	<ul style="list-style-type: none"> <li>● <a href="#">Devised the <b>knowledge management framework</b> and mentored the team for creation of useful artifacts</a></li> <li>● <a href="#">Designed and Optimized Marketing funnel</a></li> <li>● <a href="#">Understood <b>customer concerns regarding sustainability &amp; environmental friendliness</b> and suggested inputs to refine marketing campaigns</a></li> <li>● <a href="#">Improved UI/UX- Boosted 2X conversions on E-com Website</a></li> <li>● <a href="#">Content Creation for Social Media posts</a></li> <li>● <a href="#">Marketing Campaigns</a> <ul style="list-style-type: none"> <li>○ <a href="#">Facebook Campaigns with Landing Page</a></li> <li>○ <a href="#">Google and Facebook Remarketing</a></li> <li>○ <a href="#">Offline-to-Online Campaign</a></li> <li>○ <a href="#">Influencer and Brand Ambassadors</a></li> <li>○ <a href="#">Email Marketing Campaigns on Mail Chimp</a></li> </ul> </li> <li>● <a href="#">Deployed Google Analytics- Tracking, Analysis &amp; Reporting</a></li> <li>● <a href="#">Client Onboarding</a></li> <li>● <a href="#">Revamped Customer Support through automation</a></li> </ul>
<b>Activities performed:</b>	<ul style="list-style-type: none"> <li>● <del>Created Overall Digital Strategy—SEO, Content, Social Media, Organic/Paid campaigns</del></li> <li>● <del>Managed Digital campaigns using Google Marketing platform</del></li> <li>● <del>Conducted Competitive &amp; Marketing Research for Pricing and Product Development</del></li> <li>● <del>Conducted Audience Analysis, established User Persona and created Customer Segmentation for marketing and content</del></li> <li>● <del>Designed and Optimized Marketing funnel</del></li> <li>● <del>Improved UI/UX—Boosted 2X conversions on E-com Website</del></li> <li>● <del>Content Creation for Social Media posts</del></li> <li>● <del>Marketing Campaigns</del> <ul style="list-style-type: none"> <li>○ <del>Facebook Campaigns with Landing Page</del></li> <li>○ <del>Google and Facebook Remarketing</del></li> <li>○ <del>Offline to Online Campaign</del></li> <li>○ <del>Influencer and Brand Ambassadors</del></li> <li>○ <del>Email Marketing Campaigns on Mail Chimp</del></li> </ul> </li> <li>● <del>Deployed Google Analytics—Tracking, Analysis &amp; Reporting</del></li> <li>● <del>Client Onboarding</del></li> <li>● <del>Revamped Customer Support through automation</del></li> </ul>

<b>Year:</b>	Oct 2015 – Aug 2016
<b>Location:</b>	Delhi, India
<b>Employer:</b>	Notiby Technologies Pvt. Ltd.
<b>Summary:</b>	<a href="#">Digital marketing advisory and knowledge management support to Notiby.</a>

	Notiby provides a SaaS platform to physical retailers and a mobile application to consumers so that they can be in touch with each other in real time using Apple's iBeacon technology
<b>Positions held:</b>	Digital Marketing Manager
<b>Activities performed:</b>	<ul style="list-style-type: none"> <li>• Developed <b>Digital Marketing Strategy</b> for Notiby including SEO &amp; App Store Optimization, content and PR activities.</li> <li>• <a href="#">Managed Social Media</a> pages</li> <li>• <a href="#">Designed the knowledge management framework and mentored the team to leverage the same</a></li> <li>• Link building activities by guest posting and PR activities</li> <li>• Part of Client success and onboarding team</li> <li>• Regular reports on Web and App analytics</li> </ul>

<b>Year:</b>	Nov 2013 – Aug 2015
<b>Location:</b>	Noida, India
<b>Employer:</b>	Studio Brahma
<b>Summary:</b>	Created Digital & Content strategies and proposals for various clients of Studio Brahma
<b>Positions held:</b>	Digital & Content Marketing Executive
<b>Activities performed:</b>	<p><i>Clients included Vatika Group, Aircel Engineers among others</i></p> <ul style="list-style-type: none"> <li>• <a href="#">Planned &amp; Executed Digital &amp; Content Strategy presentations based on client requirements</a></li> <li>• <a href="#">Designed knowledge management framework and content</a></li> <li>• Audience Analysis and Persona Development</li> <li>• Content Marketing - Blogs, Articles and PR</li> <li>• SEO, SEM and SMM strategies</li> <li>• Created Google Analytics Reporting Templates</li> </ul>

<b>Year:</b>	Jan 2012 – Oct 2013
<b>Location:</b>	Delhi NCR, India
<b>Clients:</b>	Stigasoft, Indian Rock Diaries, WhiteGrape Productions, Independent Movie maker
<b>Summary:</b>	Provided consultancy for Digital, Social and Content strategy
<b>Positions held:</b>	Digital & Content Marketing Consultant

<b>Activities performed:</b>	<ul style="list-style-type: none"> <li>• <b>Content Development - Stigasoft, Gurgaon</b> SEO for website migration and Content Development for <i>AIS Glass</i>, client of Stigasoft</li> <li>• <b>Digital Marketing Consultant - Indian Rock Diaries</b> An online platform for music creators. Created Content &amp; Social Media strategy for the client</li> <li>• <b>Assistant Video Editor - WhiteGrape Productions, Gurgaon</b> Short-film - In Relationship with MONE, won the <i>Best Concept National Film Academy Award 2013</i>, "<i>Best Short Film</i>" in Bhopal International Film Festival 2013 and <i>Special Festival Mention (Short film)</i> in Dada Saheb Phalke Film Festival 2013, Noida.</li> <li>• <b>A Digital Short Film – Suryakiran</b> Pre &amp; Post Production of the short-film for an independent filmmaker</li> </ul>
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<b>Year:</b>	Jul 2010 – Dec 2011
<b>Location:</b>	Gurgaon, India
<b>Employer:</b>	Access Technology India (ATI)
<b>Summary:</b>	<a href="#">Supported social media strategy, knowledge management and €</a> created SEO content for affiliate marketing and websites managed by ATI for clients in various verticals including hotel, hospitality, tourism & fashion
<b>Positions held:</b>	<a href="#">Content Writer</a> <a href="#">Knowledge Management Expert</a>
<b>Activities performed:</b>	<ul style="list-style-type: none"> <li>• <a href="#">Online Branding for Harout R (Renowned Jewelry Designer)</a></li> <li>• <a href="#">SEO Content development and optimization for websites and brochures; travel, electronic products, jewellery, tourism, hotels</a></li> <li>• <a href="#">Managed SEO activities for in-house and client websites</a></li> <li>• <a href="#">Client Management to ensure quality and timely completion of projects</a></li> <li>• <del><b>Content Development – Stigasoft, Gurgaon</b></del> SEO for website migration and Content Development for <i>AIS Glass</i>, client of Stigasoft</li> <li>• <del>Digital Marketing Consultant – Indian Rock Diaries</del> An online platform for music creators. Created Content &amp; Social Media strategy for the client</li> <li>• <del>Assistant Video Editor – WhiteGrape Productions, Gurgaon</del> Short-film – In Relationship with MONE, won the <i>Best Concept National Film Academy Award 2013</i>, "<i>Best Short Film</i>" in Bhopal International Film Festival 2013 and <i>Special Festival Mention (Short film)</i> in Dada Saheb Phalke Film Festival 2013, Noida.</li> <li>• <del>A Digital Short Film – Suryakiran</del> Pre &amp; Post Production of the short film for an independent filmmaker</li> </ul>

<b>Year:</b>	Nov 2009 – Jun 2010
<b>Location:</b>	Delhi, India
<b>Employer:</b>	Solutions Digitas (Publicis Groupe)
<b>Summary:</b>	Responsible for <a href="#">knowledge management, operations management</a> , quality assurance of UI and data during the revamp of airtel website.
<b>Positions held:</b>	Content Analyzer (Quality Assurance)
<b>Activities performed:</b>	<ul style="list-style-type: none"> <li>• Monitored and managed Quality of the website "airtel.in"</li> <li>• Liaison with the client to manage daily client-side requests for Airtel DTH microsite</li> <li>• <a href="#">Coordinated with various teams to ensure <b>quality and timely completion of tasks</b></a></li> <li>• <a href="#">Prepared <b>minutes of meetings</b> and carried out <b>stakeholder coordination</b></a></li> </ul>

<b>Year:</b>	Jul 2008 – Aug 2009
<b>Location:</b>	Delhi, India
<b>Organization:</b>	Wreken Interactive
<b>Summary:</b>	Co-Founder of a browser based online game 'Battle of The Lords'. Created UI, Logic and managed storyboard for the game.
<b>Positions held:</b>	Co-Founder
<b>Activities performed:</b>	<p>Developed an online browser, multi-player game</p> <ul style="list-style-type: none"> <li>• <a href="#">Conceptualized the schematics of the game: GUI, Design, storyline and content.</a></li> <li>• <a href="#">Designed <b>knowledge management framework</b></a></li> <li>• Website beta tested for 6 months to resolve bugs with up to 700 users, and was online for 1 year</li> </ul>

### Certification

I, the undersigned, certify that to the best of my knowledge and belief, this CV correctly describes myself, my qualifications, and my experience.

**Place:** Delhi



**Signature:** Amit Chaturvedi

**Date:** 1<sup>st</sup> August 2022

*\*Request you to note that the recruitment of the candidate is under process and the deployment would be subject to his availability and clearing all the HR requirements like BGV etc.*