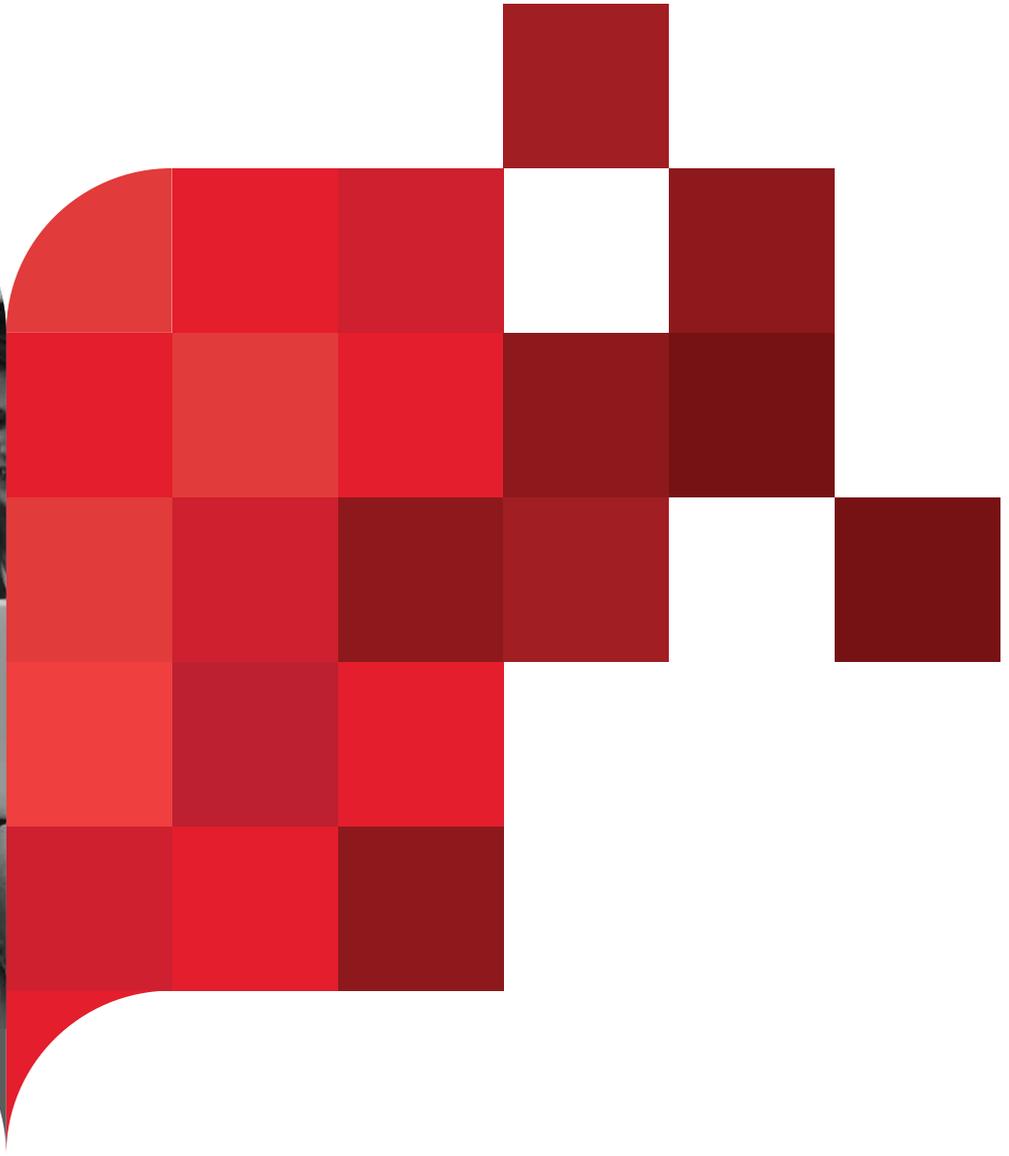




DMTI

Digital Marketing Training Institute



**POST GRADUATE PROGRAM
IN DIGITAL MARKETING
//PGPDM//**

2019-2020



**“ IT IS NOT THE
STRONGEST OF
THE SPECIES
THAT SURVIVE,
NOR THE MOST
INTELLIGENT, BUT
THE ONE MOST
RESPONSIVE TO
CHANGE. ”**

– Charles Darwin

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Digital is Reshaping
the Media Industry

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WELCOME

The internet has changed our lives. We are living in a connected world where our lives revolve around the screen- the television, the mobile, the tablet, the computer or the laptop.

Almost all activities in our lives revolve around using these devices. With the shift in consumer behavior, brands have also shifted their marketing practices and are increasingly targeting customers through these digital mediums. More and more monies are being spent on the digital medium and this will continue to rise.

If you want to be a part of this digital revolution; want a top marketer of the country to hold your hand and show you the path; want to be working in a forward-thinking company, then this is the right program for you.

By the time you complete the program, you would have already known the market leaders, would have worked with a top company, and would have been mentored by an industry leader.

DMTI is an established and a respected brand amongst Digital Marketers- it has been a choice for senior marketing/brand professionals as well as academicians. In early 2014, we opened our doors for fresh graduates and launched the PGDM. The 2019 batch will be the sixth batch of this program. While the program has not changed at its core, many new modules have been added.

If you have any queries/concerns, please feel free to write directly to me at rashmi.putcha@dmty.in



DIGITAL IS RESHAPING THE MEDIA INDUSTRY

Driven by increased internet penetration, wireless broadband & mobile technology, consumers & businesses are increasingly shifting their attention from the traditional marketing media: television, radio, and print; to digital media for their entertainment, education, news and business needs.

Even in developing countries like India, companies are realizing that they must connect with customers and other businesses through digital channels and adjust their marketing mix in order to succeed. Digital marketing budgets are increasing dramatically, and digital media campaigns are becoming a pivotal part of effective marketing plans.

Digital Media marketing is complex, highly interactive, information rich and delivers a real-time connect

customer. Traditional Media professionals with years of experience are grappling to understand the emerging medium & failing to catch up. Aspirants seeking jobs in this lucrative and booming industry are ill equipped, due to the lack of organized and focused training.

FUTURE OF DIGITAL MARKETING

Where traditional career paths are coming to dead-ends, there are a wealth of new career paths in digital media that are opening up for fresh graduates and those who are looking for a career change.

Digital media is receiving a tremendous amount of support – the U.S. Bureau of Labor Statistics predicts that by 2018, more than 1.2 million new science, engineering & math-related jobs will open up due to the fast-paced changes in technology across the globe including growing markets such as

China, India etc, and the digital media industry will flourish as a result. According to Amit Tripathi, Managing Director, IdeateLabs, “The Indian Digital Industry is set to grow to 7000 crores within the next 36 to 48 months. This will open up various job opportunities in advertising and marketing”.

The wide range of skillsets and positions within Digital Media also makes it a promising field for job opportunities. Digital Media encompasses various functions: Marketing, Consultancy, PR, Content Creation, Social Media, Mobile, Innovation or Technology – all those fields are wide open to be explored. The job titles that have emerged now didn't even exist a few years ago; eg. Social Media Editors, Digital Media Managers, Mobile Advertising Professionals. Digital Analytics Managers etc.



ABOUT DMTI

The Digital Marketing Training Institute (DMTI) is the leading Digital Media & Marketing training provider in the country. We are the only institute that offers a comprehensive program that covers all aspects of Digital Marketing. Our programs are taught by the leading digital marketers of the country. The curriculum is updated every quarter & is extremely cutting edge.

DMTI was founded in 2011 and since then has trained thousands of academicians, working professionals and students in Digital Marketing. Our students include senior brand managers and media/advertising/marketing professionals. The quality of training has been par excellence prompting companies to return to us for their digital manpower requirements.



Madan Sanglikar

Affle - Co founder and Managing Partner, South East Asia

Maddy has over 20 years of experience in the media and ad tech industry.

He joined Affle in 2012 to co-found the Mobile Audience Platform. He is now based in Jakarta and spearheading the South East Asia expansion plans. Affle is a Singapore headquartered company offering Mobile Audience as service, and playing a key role in building, promoting & monetizing Mobile Assets. Affle works with blue chip advertisers and leading agencies across Asia, Europe & North America.

Previously, his longest stint was with GroupM India, wherein he was leading the digital business for Mindshare India. During his tenure Mindshare India dominated all digital award categories at the Abbys, EMVIES, Campaign DMA, including the Campaign Digital Agency of the year. Maddy is included in industry performers lists, Campaign India A- Listers, Impact Digital Power 100, and LinkedIn Power Profiles. He has been an advisory/ board member at MMA Forum & Ad Tech events and is an avid speaker, trainer, moderator, panelist, and guest faculty at various industry forums & institutions.

His ambition is to create value for the stakeholders in his personal & professional life and dedicate time & effort in hardwiring business domains with the mobile/ digital ecosystem - be it in Owned, Earned or Paid format. His ability to break complex digital concepts into simple meaningful lessons, make him an effective trainer for the digital migrants.

DIGITAL MARKETING

Knowledge Chair

The knowledge chair is appointed to ensure that the courses taught by DMTI are current & updated. The entire curriculum is reviewed by the knowledge chair. This is a position given to one of the leading names from the industry. The person who is currently holding the position is Madan Sanglikar.

DMTI BOARD OF ADVISORS

Quality is at the heart of everything that we do at DMTI. To ensure that the DMTI programs are cutting edge and updated with the latest trends in the digital industry we put together a Board of Advisors. The BOA comprises of eminent personalities who represent advertising agency, publishing houses or media and brands/clients. We also have an academician who looks at the entire curriculum from an academic standpoint. The current BOA comprises of seven individuals.



Anurag Batra

Chairman & Editor in Chief - BW Businessworld Media Group & exchange4Media Group

Anurag Batra is a serial entrepreneur, media mogul, a journalist and an eternal optimist

rolled into one. He is a B. Tech in Computer Sciences, a degree, which he acquired before joining Management Development Institute MDI Gurgaon, one of India's leading Business School.

He is a first generation entrepreneur and after acquiring the iconic business media and magazine brand BW Businessworld. a 35 year strong media brand as well as most respected business publication in the country. Since taking over BW Businessworld 13 months back Mr. Batra has expanded BW Businessworld into digital, events and BW communities and has taken into its fold www.digitalmarket.asia, a leading website on digital marketing, www.everythingexperiential.com India's leading experiential marketing website and launch BW Hotelier in partnership with hotelier international.

Mr. Batra also founded the exchange4media group and he serves as the Chairman and Editor-in-Chief of exchange4media group which includes exchange4media.com – India's leading media industry website, PITCH – India's only Advertising, Marketing and Media Magazine, IMPACT – The Marketing Weekly, Franchisee Plus – Business Opportunity Magazine, Realty Plus – India's leading monthly real estate magazine and samachar4media.com/ – leading media industry website in Hindi.

Mr. Batra is also appointed by Government of India as the Chairman of an industry committee formed to come up with a vocational training framework for the media, communication and entertainment industry. He mentors many budding entrepreneurs and enjoys the process of reverse mentoring as in what he learns from these young entrepreneurs. At BW Businessworld BW Accelerate is an initiative to provide a structured platform to entrepreneurs for mentorship and growth.



Isaac Jacob

Head- Marketing, KJ Somaiya Institute of Management and Research (amongst 20 Top Management Institutes in India)

Mr. Issac Jacob have been a Marketing, Advertising, Brand Management professional with 30 years of seat-of-the -pants experience. Have launched/worked on brands such as Barbie Dolls, He-man and the Masters of the Universe, Hotwheels (Mattel Inc) ;Puma High Performance Sports Shoes ; Lux; Citibank; Kodak; Nihar Coconut Oil; Mercedes-Benz; Parachute Coconut Oil; Smirnoff; Gilbeys Green Label Whiskey ; Formica Laminates; Hexit Force (Winner of India's First Cannes Gold medal in Print Advertising) Strepsils; Cadburys; Fevicol, etc. Mr. Jacob was the Vice President and Head Marketing-Tata Mutual Fund, President - Fortune Communications (JWT Group Co) , Director MET Institute of Mass Media and last Industry assignment was as Chief Marketing Officer and Country Head-Customer Experience with YES Bank.

He has lectured in most of the Management institutes on Marketing,Advertising and Brand Management. Jamnalal Bajaj Institute of Management Studies from 1988-2006, NMIMS,MET, SCMHRD-Pune, AI Ghurair Management Academy-Dubai etc.

Currently completing PhD Programme from Mumbai University in Marketing area. His goal is to nurture budding marketing students and help companies create,launch,market and build strong brands that will substantially add value to their bottom-line.



Mahesh Murthy

Founder - Pinstorm, Managing Partner – SeedFund and Founder & Principal-Passionfund

Mr. Mahesh has spent 30 years helping brands with marketing advice and 15 of those helping startups with advice & funding. He has won awards as Creative Director on Unilever, The Economist, Pepsi & MTV. He helped create the first public UI for Yahoo in 95 and led the launch for Amazon in 97. After a successful NASDAQ IPO, Mahesh headed marketing at iCat, an e-com firm in Seattle managing over 6,000 e-businesses. iCat was bought by Intel. He returned to India in 99 to turn around Channel V till its sale to Star TV in 2000, then founded Passionfund, his angel investing vehicle which backed Geodesic, WebDunia, Inkfruit and Doolally. Mahesh has penned columns in Business Today, Businessworld and WSJ. On TV, he's played the Donald Trump role in Business Baazigar (2007), the Dragon's Den role on ETNow's Super Angels (2011, 2012) and Bloomberg TV the Pitch (2013).

Mahesh set up digital business consulting firm Pinstorm in 2004. It's a well-regarded business transformation boutique, creating market- and award-winning strategy, tech & work on the region's most-aggressive brands. Mr. Mahesh loves early-stage investing and co-founded what is now India's best-known VC fund, Seedfund. It was voted "India's best VC fund" by LPs in 2010 & 2013 and has had India's biggest-ever exits, with RedBus and CarWale. Mr. Mahesh is a popular speaker on corporate & college campuses, and considered a thought leader on digital transformation.



Punitha Arumugam

Director - Agency Business at Google India, S.E Asia

Ms. Punitha Arumugam has been Vice President of Agency and Advertiser Relations of Google Inc since March 2012. Ms. Arumugam served as the Chief Executive Officer of Madison Media Group at Madison Communications Pvt.Ltd. until March 30, 2012. She has over 15 years of experience in all facets of media- strategy, planning, buying, research and operations.

She has worked with several agencies like O&M & Initiative Media and in several markets like Chennai, Bangalore and Mumbai before joining Madison. Her experience spans a wide range of industries including FMCGs, durables and financial services. She has been voted as the 4th most influential person in the Indian Media Industry by Brand Equity Ad Agency Reckoner 2005.



Vivek Bhargava

CEO, DAN Performance Group Dentsu Aegis Network

A digital marketing veteran with a two-decade experience, Vivek Bhargava is the Chief Executive Officer of DAN Performance Group, wherein he heads and is responsible for all the digital performance agencies of Dentsu Aegis Network. An early frontrunner in the digital revolution in India, Vivek believes that 'digital' is much more than a mere marketing medium, playing the role of a catalyst and multiplier across every aspect of business. He consults an impressive roster of clients and advises them on the most effective digital strategies for their brands. Prior to this, Vivek was the CEO at iProspect India, a part of the Dentsu Aegis Network. He has guided the Digital Advertising Strategies of companies such as MTV, Merrill Lynch, ICICI Bank, Reliance in both Indian and Global Markets.

Vivek has donned the role of an investor in the reality television show The Vault. He is a TEDx speaker, A regular orator at global events such as ad:tech, SES, SMX, I-com and the Apex Digital conferences in India. Vivek has been awarded for his invaluable contribution to the digital marketing fraternity on several occasions, couple of the coveted recognitions being titled 'Marketer of the Year' and named one of the top 50 digital icons of India.



Rammohan Sundaram

Managing Director & Senior Vice President - APMEA, C1X Inc.

Ram heads the Asia Pacific, Middle East And Africa Business for C1X which is the only full stack programmatic premium exchange Ram is a successful serial entrepreneur. He founded NetworkPlay & PlatformPlay, former was sold to Bertelsmann AG Germany in 2012 creating tremendous value for his investors and employees. He also acquired and integrated SeventyNine.Mobi (A Mobile Ad-Network) with NetworkPlay.

Ram was last SVP at JIO, India's largest greenfield telecom startup by Reliance where he was incharge of digital marketing for LYF and JIO. Prior to his entrepreneurial ventures he has held leadership roles with IbiboAds, Yahoo India, Tribal DDB, Madison Communications, Jobsahead (a Monster WW Company), Encore Events, Microland and Indian Express across markets in India, South East Asia and The US. He has been instrumental in bringing LinkedIn, ad:tech, iMedia &

TechCrunch into India through various JVs. Proven General Manager with P&L responsibilities and multi-region exposure in highly complex hierarchical and high pressured environments with focus on timely delivery of business objectives. Successful track record of turning around businesses and taking start-ups from ground zero to multi million dollar businesses in a short period of time. Highly accomplished leader with phenomenal team building capabilities including attracting best talent and retaining the same across Engineering, Product, Sales, Business Development, Partnerships/Alliances, Marketing and Finance. Action oriented strategist with a drive for Innovation in crossfunctional environment with exposure in Digital Media, Advertising and Consumer Facing Internet businesses. Multiple award winner, networker, key note speaker and angel investor in early stage internet businesses. He is an alum of Harvard Business School.

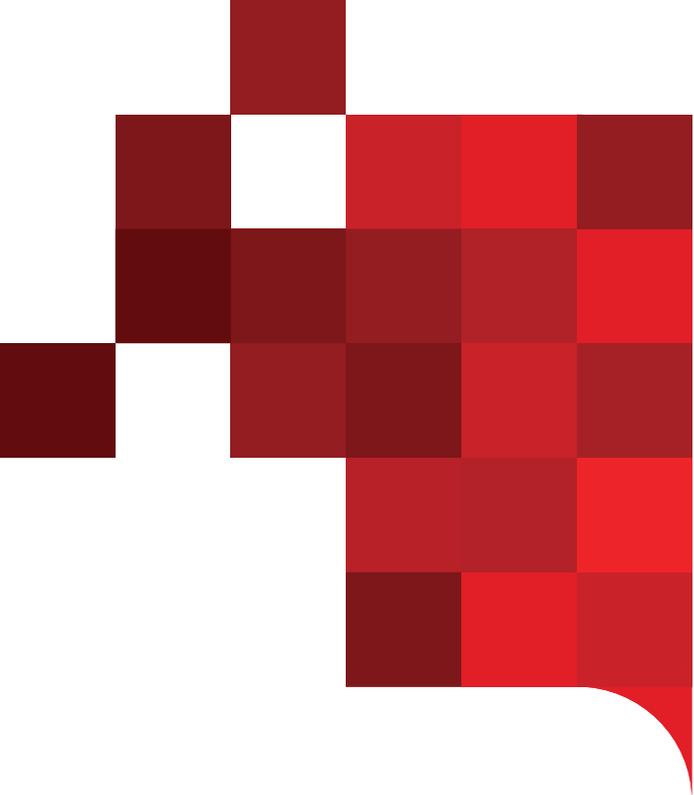


Virginia Sharma

Director, LinkedIn Marketing Solutions

Virginia is currently the Director, LinkedIn Marketing Solutions, She has 17 years of marketing experience, including 8 years as an executive and 4 years as a "Desi CMO" in India, She is embarking on her next play, leading the LinkedIn Marketing Solutions business in India. She consume content with fervor and has been blogging since 2009 on topics that she is passionate about, primarily marketing, technology and leadership.

She is a strange breed of left and right brained, with an undergraduate in marketing and management and an MBA in France and entrepreneurship. She joined IBM after graduating from the University of Virginia in 1999. She rose through the ranks at IBM in various global and regional marketing roles, including Asia Pacific and North America and in 2008, She became one of the youngest executives at IBM. In 2009, she moved to India and subsequently became CMO of IBM India/South Asia, one of the most vibrant markets in the world when it comes to talent. During that tenure, she was awarded the Top 25 Outstanding Marketing Leaders of India and was active member of various CMO advisory councils in India. She has also served as chairperson of the Data Driven Marketing and Advertising Conference in June 2013.



POST GRADUATE PROGRAM IN DIGITAL MARKETING (PGPDM)

The Post Graduate Program in Digital Marketing (PGPDM) is a one-year, full-time program that focuses on the strategic and practical aspects of Digital Marketing. Exclusively developed by practicing Digital Marketing professionals, this program is particularly suitable for those who are interested in a career in marketing or digital media. The program is also suitable for marketers who wish to develop a deeper understanding of the tools and techniques of Digital Marketing and communications. The program faculty, trainers, advisors and mentors are all experienced practitioners in Digital Marketing. They are all working at the cutting edge of developments in this rapidly advancing field. Through this program, they will share with you the very best practices and latest innovations in Digital Marketing. Emphasis throughout the course is on providing you with an engaging & practical learning experience.

Learning Objectives & Outcomes

The Post Graduate Program in Digital Marketing will enable you to:

- Develop an advanced knowledge of the concepts and theories that underpin Digital Marketing approaches, and their relationship to conventional marketing.
- Develop a deep understanding of the factors that drive consumer behavior in the digital economy.
- Develop advanced skills in the practices that relate to digital and data-driven marketing, including critical analysis and evaluation.
- Plan and manage Digital Marketing strategies for your organization and target audiences, taking full account of budgetary and other constraints.
- Gain a significant advantage in the domestic and international marketplace.
- Increase your capacity to test and measure various marketing channels evaluating ROI for your business.
- Get certified in the following -
 - Google AdWords (Basics & Advanced)
 - Facebook Blueprint
 - Twitter FlightSchool
 - Email Marketing-Hub Spot
 - Google Analytics

Duration
1 year, Full Time

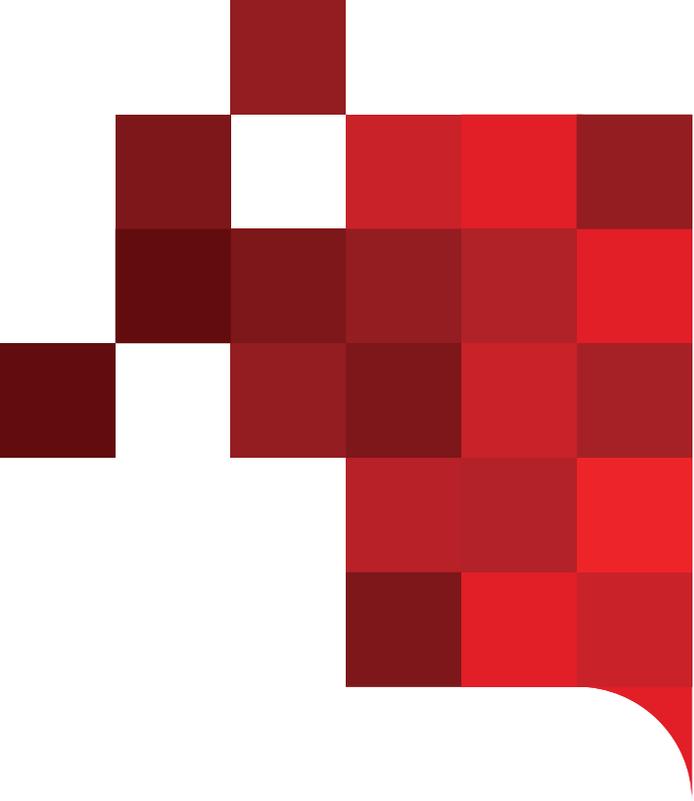


“ We do not
need to teach
students to
embrace the
status quo.”

Post graduate program in
digital marketing

1 year, full time

6 months paid internship
PLACEMENT GUARANTEE



PROGRAM CURRICULUM

The 1-year program comprises of four trimesters – each lasting three months. At the end of each trimester, there is an assessment (exam/project).

CORE COURSES

The first half the program is Build around 22 core courses providing you with an in-depth understanding of all aspects of Digital Marketing.

PROGRAM ASSESSMENT

Students will undergo both theory as well as practical examinations as a part of their assessment. Their internship performance will also be graded.

For eg. For the Search Marketing module, students will be expected to clear the Google certified professional exam (Google Fundamentals, Google Advanced – Display, Google Advanced – Search & the Google Analytics Exam). They will also be required to run a live SEM campaign and be graded for practical knowledge.

PAID INTERNSHIPS

During the second half of the program, DMTI offers you an unparalleled opportunity to intern with a top Digital Marketing company so that you can get real work experience. While there may be students who want to start their own venture, the internship is a mandatory part of the program and cannot be exempt. Students will also be working on their Capstone Project along with their internship.

Some of the areas in which internship can be expected:

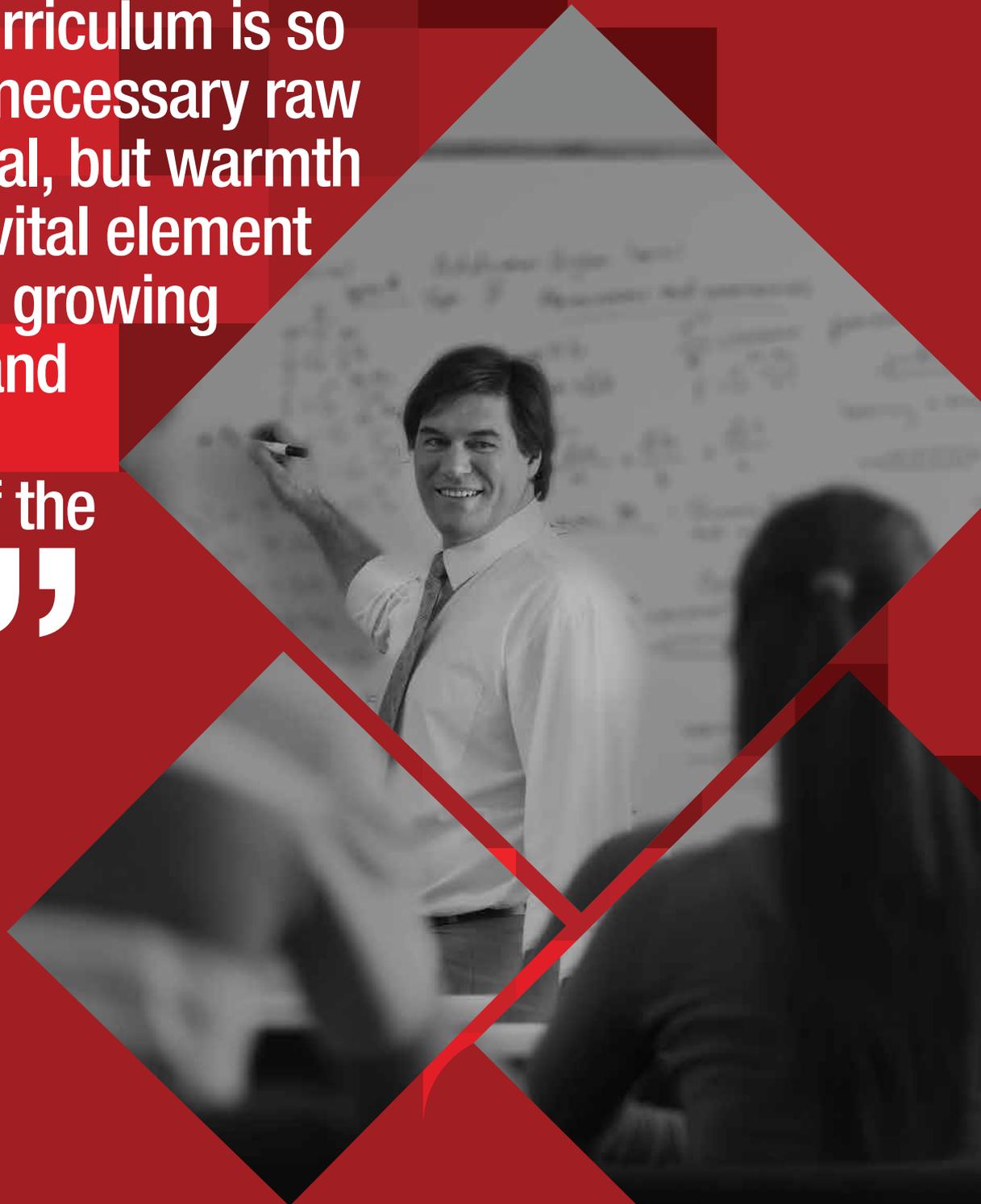
- Digital Media Strategy
- Account Planning
- Media Planning
- Social Media Marketing
- Public Relation
- Online Reputation Management
- Search Engine Marketing
- Search Engine Optimization
- Digital Writing
- Content Creation
- Digital Data Analytics
- Client Servicing
- Mail Marketing
- Mobile Marketing

Students will be placed in companies in the areas of interest of the student so as to give them practical work experience in the same. A stipend of INR 7000 – INR 15000 will be paid per month to the students during this period.

STUDENT MENTORSHIP PROGRAM

The Mentorship Program ensures that a senior person from the industry guides you in the right direction. Every student will be appointed a mentor who will guide him/her throughout the program. Apart from a one-on-one mentorship, the students will constantly be in touch with senior professionals from the industry during the entire duration of the program.

“ One looks back with appreciation to the brilliant teachers, but with gratitude to those who touched our human feelings. The curriculum is so much necessary raw material, but warmth is the vital element for the growing plant and for the soul of the child. ”



Trimester 1

Introduction to Marketing Management | **01**

02 | Fundamentals of Traditional Media

Introduction to Digital Media Marketing | **03**

04 | Digital Technology

Online User Behaviour | **05**

06 | Search Engine Marketing

Search Engine Optimization | **07**

08 | Social Media Marketing

Online Reputation Management & Online PR | **09**

10 | Digital Content Writing

E-mail Marketing | **11**

12 | Mobile Marketing

Trimester 2

13 | Search Marketing Advance

14 | Social Media Marketing Advanced

15 | Digital Creative

16 | Digital Media Strategy

17 | Digital Data Analytics

18 | Social CRM

19 | Digital Ad Sales

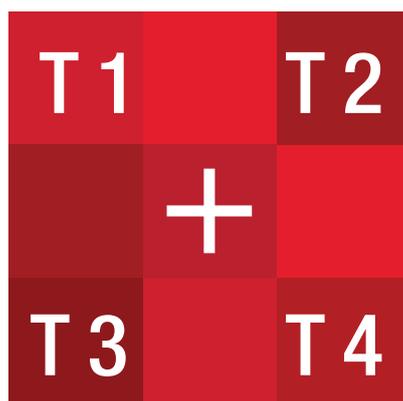
20 | Digital Media Planning & Buying

21 | E-Commerce Marketing

22 | Programmatic Buying & Planning

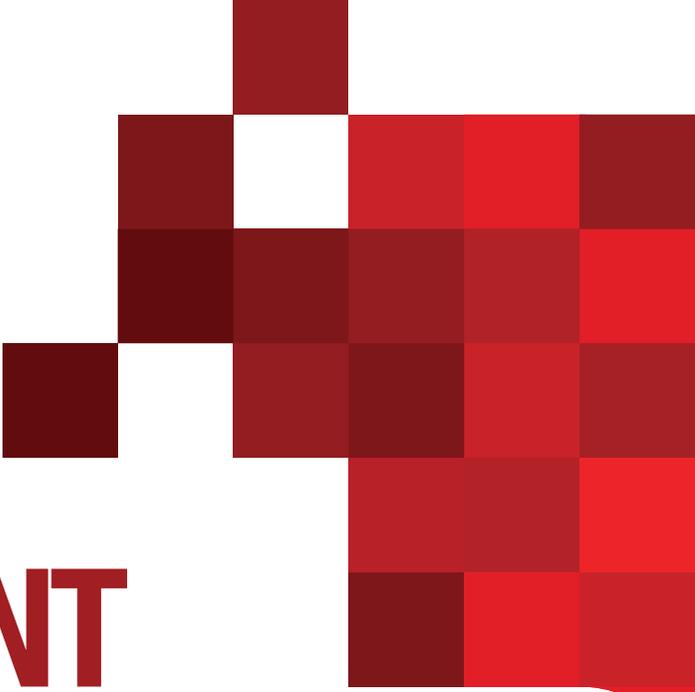
Trimester 3 & 4

Paid Internship



CAREER TRANSFORMATION PROGRAM

- Business Communication
- Business Etiquettes
- Grooming
- Networking
- Job Search strategies
- On/ Off Campus Recruitment
- Entrepreneurship



PLACEMENT

Job Readiness and final Placement is at the heart of the PGPDM program. From the first Trimester itself, students are expected to be a part of the “Career Transformation Program (CTP)”. The Program is designed to groom the Participants beyond academics. The topics covered under the CTP are as Follows:

- Business Communication
- Business Etiquettes
- Personal Grooming
- Body Language
- Presentation Skills
- Job Search Strategies
- Networking
- Off Campus & on Campus Recruitment
- Entrepreneurship

The CTP overlaps with the Mentorship Program. The industry veterans / mentors are also a part of the CTP program. This will ensure that students get an opportunity to connect with the industry with the help of these mentors. Students will get an opportunity to be a part of Industry events. Participation in the CTP program is mandatory.

The entrepreneurship module has been especially designed for those participants who do not wish to get a job and would like to start their own venture. This module is also mandatory for ALL students.

DMTI PGPDM will provide 100% job guarantee to all participants of the program. The actual package will depend on multiple factors such as work experience, academic background, etc. A minimum CTC in the range of INR 3 lacs to 5 lacs per annum is, however guaranteed to all participants of the program who will score minimum 70% in each module along with 80% attendance for the overall program.

THE CAMPUS

Air-conditioned, state-of-the-art classroom well equipped with wif, internet connection, etc.

Located at Kalina, Santacruz East, Mumbai.

Environment conducive to learning

** Actual image of the classroom





ADMISSION

ELIGIBILITY:

Bachelors Degree from any AIU recognized University with minimum 50% marks aggregate. Final year students may also apply.

WHO SHOULD APPLY

- Fresh Graguates & Job Seekers- to gain a qualification and knowledge in a truly niche industry with many jobs and exciting career opportunities
- Marketing professionals – to add online to the marketing mix and get the most out of their Digital Marketing channels
- Graduates of other disciplines- to re-train or up-skill in an industry that is growing fast & requires qualified candidates
- Sales Professionals – to learn how to successfully utilize Digital Marketing for lead generation
- Entrepreneurs - to find out what online marketing channels would work for your business and how to implement your Digital Marketing strategy

THE TOTAL NUMBER OF SEATS FOR THIS PROGRAM IS LIMITED TO 30.

Admissions will be provided on a first-cum-first serve basis only to those who meet the eligibility criteria. Please note that the Digital Industry is a booming sector and this is the only program in the country that is supported strongly by the industry. Students are therefore encouraged to apply early.

HOW TO APPLY:

To apply for the full-time PGPDM Program (2019) at Digital Marketing Training Institute, you need to complete an online application form or purchase a hard copy of the form for Rs.1000/- (This can directly be purchased from the Institute)

- The application form should be duly filled out in its entirety Incomplete forms shall be rejected.
- Please do not send original documents/mark sheets along with the application form. You are required to submit attested photocopies only.

Where to send filled up application forms:

Purchased, completed applications must be

sent to the admissions office at the address below:

Admissions Office: The White Room, 7th Floor, Crystal Plaza, Kalina, Santacruz (E), Mumbai - 400098

E-mail: admissions@dmtd.in

Phone: +91 99307 41822 +91 98193 05577

- You also need to e-mail the scanned copy of the application form to: **admissions@dmtd.in**
- Shortlisted candidates will be interviewed over skype/ in-person. The interviews are conducted by industry professionals to ensure quality admission



FINANCIAL, COMMERCIAL &
ENTERTAINMENT CAPITAL OF INDIA

ONE OF THE LARGEST HUBS FOR
MARKETING / ADVERTISING SPENDS

THE CITY THAT CAN TEACH YOU
TO BE INDEPENDENT

DMTI MENTORS/ FACULTY



Ajay Tripathi
Vice President -
Ibexis Studios

Ajay is a gamer by passion and a marketing ace by profession, with an experience and expertise spanning more than 11 years in the Interactive Digital Space. He has been instrumental in nurturing Ibexis Studios in the field of Social Games and Apps on Web, Social Media, Smartphones and Tablets. Under his guidance, Ibexis Studios is providing Games and Apps designing & development services for iPad, iPhone, Android and Touch Screen Devices. Ajay specializes in Mobile Entertainment, Sales & Marketing, Business Development, Account Management, Digital/Online Distribution, Computer Design and UX.



Aman Malhotra
Head Brand Solutions
India - Google

Aman is working as the Head brand solutions team at Google India and is responsible for commercialization of YouTube. Before this, Aman was leading digital for the mobile business for Samsung, India. He provided Samsung India with his expertise in digital marketing assets – internet, mobile, gaming, digital OOH, and similar digital mediums to engage consumers. He has been active to develop, utilize and manage digital media such as internet, mobile, and interactive TV as consumer communication tools, develop and actively manage web/wap sites of products and services for consumer interaction and support various promotion/PR (Social Media) activities where technology plays a critical role.



Amit Tripathi
Managing Director -
IdeateLabs

An Entrepreneur & Digital Marketer with over 18 years of experience in strategic planning, project management and aggressive business development in startups and high growth environments. He was the Founder-Managing Director of WebPercept, a JV with Percept Advertising. He subsequently acquired WebPercept and rebranded the company as IdeateLabs. His core skills in mission development, strategic partnering and networking, long and short term business planning, has led IdeateLabs to be one of the leading Digital Marketing Companies with more than 75 clients and over 100 professionals working together to deliver some amazing results for brands in the digital realm.



Anagha Bhojane
Group Brand Manager,
Media - Asian Paints

A Media Professional adept with brand strategy development, building & activation for over 10 years, leading a large FMCG portfolio. Anagha is experienced in handling different category products from a media strategic planning and execution lens. At present she is heading media at Asian Paints. She has worked as a Media Manager across portfolio at Mondelez India. She has worked as a Group Head at Maxus, handled the Garnier Hair portfolio, and worked as a Group Head with MPG India, handling a team working on Brands across various categories. She has lead teams working on new business pitches at MPG. Anagha has also worked as a Strategic Planner with the P&G team handling brands like Pantene and Head & Shoulders; and worked on a wide variety of FMCG brands like Pampers, Oral B & Duracell. She was a part of the core team that won the total P&G business for Mediacom India.



Amit Duggal
Integrated Planning Lead -
Google

Amit has over 13 years of experience in digital industry, handled online marketing for various reputed brands. He was heading OMD group digital and mobility. With having worked for Digital agencies like Madison and Mindshare , Traditional Agencies like Leo burnett and Percept, with brands like Geodesic, Travelguru and Yatra and publisher like Indiatimes, his experience in digital advertising has covered all .He has handled varied clients in Telecom, FMCG, Ecommerce across Paid, Owned and Earned Media. He has also handled digital media initiatives for BJP campaign (Ab ke baar, Modi Sarkar) in 2014 very successfully. He has won many awards like 'best Use of display advertising ', the smarties, the abby's , Best use of mobile in marketing campaign for his companies .



Anil Pandit
Vice President-Omnicom
Media Group Programmatic,
Lead - Accuen India

With over 14 years of experience in digital space, he has helped establish Programmatic Practice for Microad in India. he has been responsible for heading the Online Retention/Advertising Business for Delhi/NCR along with the overall Sales Revenue including the acquisition business. Anil has adeptly handled a large team of People comprising Sales Managers, MAMs, KAM, Retention Managers and Account Managers.



Anurag Singh

Founder -
Mini Venture Lab Private Limited

Anurag is Founder & CEO of markt.ooo; a B2C e-commerce enabler for retailers & small businesses. It's B2C shop front is operated as a zero-commission marketplace. He has spent almost all of his 10 year career in the mobile domain – spanning Telcos, Mobile VAS, Mobile Marketing and now Mobile Commerce. markt.ooo is his second startup. In 2009 he founded mobimasta, one of India's first mobile agencies, acquired by a Affle & D2C venture in 2012.

Mobimasta dealt in mobile games and application development, mobile advertising, QR Codes and Augmented Reality. They have created apps and games for brands like Samsung, Reebok, Adidas and Orbit Gum. Prior to Mobimasta, he worked with BhartiAirtel (in the Value Added Services division) and with Buongiorno India as head of telecom operator business. With over 10 years of experience in the domain, Anurag has been in leadership positions from a relatively young age. Being a true believer in the mobile marketing movement, he hopes to grow the industry into a billion dollar strength in times to come.



Arjun Sinha Roy

Director (Strategy,
Consulting and IoT) -
Zenith System Solutions

Startup Leadership Technology Consulting & Strategic Leader managing CXO engagement with over 18 years of experience. Handled complex product and consulting engagements in IT, Mobile and Digital industry. Currently heading the Global Strategy at Zenith System Solutions. Arjun was previously heading the Inertent of Things (IoT) practice at Netcore Solutions, handling complete business operations including the P&L, sales, technology, product and operations.

Previously he was with OnMobile where he handled multiple responsibilities including the Product Marketing for the Music Line of Business, Business Manager function on the Idea Account and Product Marketing lead for the Contest Line of Business. He has also worked as a product Manager at COMVIVA helping build and manage the Mobiquity line of Mobile Financial Services solutions.

Specialties: StrategySales, Key Account Management,Product Management, Go to Market Strategy, Product Marketing and Product Sales,



Arnab Mitra

Managing Director &
Co-founder - LIQVD ASIA

Managing Director of LIQVD ASIA, Asia's first experiential multicultural marketing entity. Prior to this he was the National Director- Digital for Starcom Mediavest Group in India. He has worked in multiple disciplines of communication, including interactive media, and direct/internet marketing for over a decade. Prior to SMG he has held pivotal roles at Media Contacts, Ignitee, Pinstorm and ePurple Media. He has crafted digital strategies for clients like Jet Airways, Kingfisher Airlines, Dell, and Volkswagen among others. Arnab is amongst the most respected Digital Marketers in the country. He specializes in Online Excellence, Higher Return on Investment, Branding, Search Marketing, Online Display Buying and Maintenance, Website design and development, Buzz Marketing, Mobile Marketing, Email marketing, and Social Media Optimization.



Ashish Arora
Head (Learning and Development, India) - IPG Media Brands

Ashish likes to sum up his career as, "Born in theatre, raised by public relations and legally adopted by social media." A communications professional throughout his 15 year career, Ashish's PR stints include team lead roles at agencies like Blue Lotus & Text 100, and head corporate communications at Mahindra Special Services Group. Currently in his capacity as Vice President, Ashish is a part of the social media practice at Interactive Avenues, a leading digital marketing firm. He hopes at that his lectures over the years at KC College (PR / MBA), SIMC, EMDI, XIC, Northpoint, etc. haven't put those in attendance to sleep.



Ashish Khare
Principal Project Manager - My Gov India

Currently working as a Principal Project Manager for MyGov India. His last stint was with NetCore Solutions as Group VP, Mobility Ad Sales. With over 15 years of media experience working with leading Media houses like Hindustan Times & Mid-Day, he is adept at combining new media & traditional media to drive sales and revenue. He has provided over 360 advertising solutions to clients. A philanthroper at heart and a team player.



Avadhoot Revankar
Chief Marketing Technologist & CSM - netCORE Solutions

An avid blogger and an ardent football fan, Avadhoot Revankar found his passion in email marketing early in life and has already made his mark in the industry. He was amongst the top 10 nominees for Email Marketer – Global Thought Leader for the Year 2013-14. He shares his passion for internet marketing through popular online forums and has conducted several email marketing roundtables and workshops. Avadhoot is the Chief Marketing Technologist & CSM at netCORE, driving the transition of MARTECH across the APAC region & ensuring that brands adopt Marketing and Technology in the right way and leading a dedicated team of consultants, helping businesses maximize their ROI from internet marketing. His clientele includes top brands like India Today, ICICI Bank, OLX, Network 18 Group, Reliance Retail, Jabong, Vodafone, Makemytrip, UTI, Air Asia, and Birla Sunlife amongst others. Popular for his innovative ideas and his zest, Avadhoot has not only gained client appreciation and loyalty but has also won awards for his campaigns. Outside of his work, Avadhoot likes to support social causes, particularly those concerning children, education and human rights.



Bhupendra Pratap Singh
Business Director - GroupM

A digital media professional with GAP qualification (Twice), Google Analytics Certification and hands on experience in SEM, PPC & Contextual advertising, SMO, and SEO . Bhupendra's work profile includes understanding the marketing requirement, business of clients, target profiles, market segments and running online initiatives- SEM, Social media, Banner Advertising, SEO etc. He has been fortunate enough to get opportunities to work in almost every possible business domain/category and have lived up to client's expectations and have been achieving intended ROI in given and committed time period and budget.



Christina Castelino
Corporate Trainer - Training Delivery and Instructional Design

She has worked as a Free Lance Corporate Trainer for last 8 years; her areas of training expertise are Communication Skills (Speaking & Writing), Customer Service, Personal Effectiveness, Self-Presentation and Business Etiquette. Christina's working career spans more than 30 years. She worked as a Flight Attendant with Pan American and Delta Airlines for 21 years. This gave her the valuable experience of working with international customers and colleagues. In addition, her years of working in the airline industry, has given her the ability to handle difficult customers, defusing uncomfortable and tense situations and dealing with unexpected emergencies. She is also trained to work with customers and other individuals with specialized needs.



Deep Sherchan
UX | Data Analyst
Digital Marketing -
Self Employed

Deep has been associated with Simplify360, a Social Media Management Platform, a company which boasts of an impressive list of agencies and corporates like Cafe Coffee Day, Spar Hypermarket, Starcom Mediavest Group etc. His acumen for transforming social data into action has led him to conduct several Social Media Research Projects. He specializes in analytics, online marketing, product management and marketing strategy. He is an experienced professional with a demonstrated history of working in the information technology and services industry. Specializations: Product Design, User Experience Design, User Research, Prototyping, Human Centric Design, UX Strategy, Visual and Interaction Design, Inbound Marketing, Content Marketing, and Product Strategy.



Gautham Ram Pingali
Practice Lead, Business Transformation & Content - Publicis Media

Gautham is currently working as a Practice Lead at Publicis Media. Prior to this, he was a Director- Strategic Accounts at Starcom Mediavest Group; one of the world's largest and most celebrated brand in communications and consumer contact. He has also worked as an Associate Director – Strategy & Business Development, Havas Digital India, responsible for identifying and generating business for all brands / businesses falling under Havas Digital in India.

He has close to a decade of experience working in the digital marketing domains across different digital zones. He specializes in Project Management & Coordination, Client Servicing, Pre-sales and Business Development, and Strategic Consulting.



Gautam Ghosh
Blogger, Speaker and Writer - Talent and Social Business

Ghosh is a Consultant on Digital and Social HR. He was earlier Director - Talent Branding at Flipkart - India's number one ecommerce firm.

He also helps important portfolios at renowned brands: GM of HR Strategy and Projects at Philips India, India Marketing Lead at BraveNewTalent, Consultant with Social Business firm 2020 Social . Gautam has worked as a HR Generalist and a Learning and Development Executive in firms like Deloitte, Dell, Hewlett Packard and Satyam. He is an MBA from XLRI, Jamshedpur. He specializes in the areas of Human Resources, Organization Development and Leveraging Social tools for HR. He was a subject matter expert in the HR and Social Media area for SHRM India a few years ago.

Gautam has given talks on "Blogging for Business" at organizations. He's frequently quoted in the press as an authority on business blogging.

Gautam's blog has been listed by HRWorld amongst the top 25 HR blogs worldwide and also amongst the Career 100 - a list of the top 100 career related blogs globally in the English language. His blog is also featured on the Alltop Careers and Alltop India categories.



Hardik Shah
Sr. Digital Strategist - Puretech Digital

Hardik works at the convergence of digital marketing and media planning at Puretech, ensuring utmost synergy between the two functions for his clients. He started out as a search marketing executive at Puretech 8 years ago, but still isn't afraid to get his hands dirty at his current role as a senior digital strategist. He leads the inner workings and the behind the scenes of each and every client campaign he has ownership of right until its successful completion. His expertise spans several sectors with a special focus on Travel, Hospitality, BFSI, Fashion, Health, IT, Real Estate, and B2B.

With a cumulative experience of 12 years in digital marketing coupled with a strong engineering background, Hardik combines his in-depth understanding of online consumer behaviour and robust technical acumen to carry out cutting-edge, viral campaigns flawlessly from start to finish.



Kaustav Mukerji
Vice President -
Crayons advertising Limited

Kaustav's core focus is in Digital Media and Marketing initiatives with an inspired 8 year diverse specialization in Brand related and ROI driven campaigns. Prior to this he worked for brands like Omnicom Media Group, Bharti Airtel Limited, Starcom MediaVest Group as Marketing Manager, Lead Architect, and Performance Marketer respectively. His profile included developing business for Online Search Marketing, presenting new ideas to clients, combining Offline and Online Media solutions for clients.



Ketan Kanetkar
Digital Marketing Manager -
Indiabulls Ventures Limited

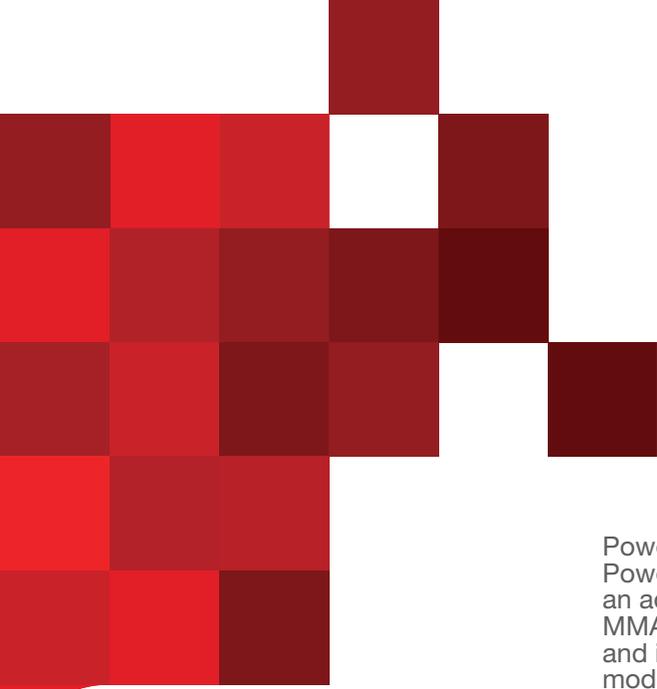
Ketan works a Digital Marketing Manager at Indiabulls Ventures Limited. Prior to this he worked as a Media Planner at Mindshare. He started his digital career in Media Sales. Soon he moved into core digital media areas like SEO ORM PPC & Media Planning.

He has experience of over 6 years working with the best of the clients from BFSI & FMCG categories. An avid biker and a table tennis enthusiast., a firm believer in work -life balance.



Kiruba Shankar
CEO -
Business Blogging Pvt. Ltd

Kiruba Shankar is an entrepreneur, social media consultant, speaker, author, teacher, podcaster and a farmer. He is the CEO of Business Blogging Pvt. Ltd. and Director of F5ive Technologies. He has 12 years of experience in the internet space. Kiruba is one of the founders of The Knowledge Foundation, the group behind successful events like BlogCamp, India's Biggest UN conference on Blogging, Proto.in, and premiere event showcasing startups. Kiruba loves teaching and teaches at Asian College of Journalism, Anna University, Madras Advertising Club and SRM University. He has lectured on Social Media at IIM Kozhikode, IIM Bangalore and IIT Madras. He also heads Vaksana Farms, a farming venture and Verdure Books, a publishing house. He has authored 4 books and is working on the next. He is the TEDx ambassador for India. He is a professional podcaster and hosts a show called 'The Kiruba Show' where he interviews CEOs of Indian IT companies. Business World Magazine ranks his blog www.Kiruba.com among the top Indian blogs.



Madan Sanglikar

Affle - Co founder and Managing Partner, South East Asia

Maddy has over 20 years of experience in the media and ad tech industry.

He joined Affle in 2012 to co-found the Mobile Audience Platform. He is now based in Jakarta and spearheading the South East Asia expansion plans. Affle is a Singapore headquartered company offering Mobile Audience as service, and playing a key role in building, promoting & monetizing Mobile Assets. Affle works with blue chip advertisers and leading agencies across Asia, Europe & North America.

Previously, his longest stint was with GroupM India, wherein he was leading the digital business for Mindshare India. During his tenure Mindshare India dominated all digital award categories at the Abbys, EMVIES, Campaign DMA, including the Campaign Digital Agency of the year. Maddy is included in industry performers lists, Campaign India A- Listers, Impact Digital

Power 100, and LinkedIn Power Profiles. He has been an advisory/ board member at MMA Forum & Ad Tech events and is an avid speaker, trainer, moderator , panelist, and guest faculty at various industry forums & institutions.

His ambition is to create value for the stakeholders in his personal & professional life and dedicate time & effort in hardwiring business domains with the mobile/ digital ecosystem - be it in Owned, Earned or Paid format. His ability to break complex digital concepts into simple meaningful lessons, make him an effective trainer for the digital migrants.



Mayur Sethi

MP09 Digital - Founder and Thinker-in-Chief

After pursuing his MBA in e-commerce in Indore, Mayur decided to mold his career in the field of media and marketing. After gaining experience in the field by working for ace companies like Genessee and Media Contacts as Director of Media Buying and Planning for 5 years, he got bitten by the entrepreneurship bug and all he wanted to do was to revolutionize Digital Media space in the state of Madhya Pradesh, hence came into existence "MP09 Digital, The Advertising Agency", which manages 200+ clients from Indore with a team of 35+ and developed 200+ e-commerce websites. Mayur is also the Co-Founder, COO & Hopper-in-Chief, Hoppingo | Partner & COO, Vatsana Technologies Pvt. Ltd.

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Mihir Laakhani

Business Director (Biddable & Programmatic Media Lead) - Madison World

Mihir is responsible for developing strategy and planning across biddable media and programmatic at Madison Media. He has 7 years of experience in strategizing, planning and managing various paid media campaigns across various vertices. He is performance driven marketer with a track record of managing multi-channel paid campaigns. Mihir has experience of 4 years working on paid media across various platforms like DoubleClick, Adwords, Bing, YouTube, Facebook and has to his credit a list of reputed clients in Banking, Insurance, Travel & Hospitality, Entertainment, Technology, Automobile, Health Care, Education, vertices to name few. Before mastering skills of working on Paid Media, he has added 3 years of experience in Organic Search and Software Developer in his portfolio. Mihir was Strategist – Paid Media and was responsible for a team of fifteen and developed RTB and Search Strategies across his portfolio at iProspect Communicate2.



Mohan Pitchumani
Visiting Faculty -
Management Studies
Marketing Professional

An astute marketer with 17 years of experience in diverse business environments like Chemicals, Automobile, Human Resources, Consulting, and Education.

Currently a faculty for Management Studies teaching a variety of subjects and a trainer for Customized Programs/ Workshops at Educational Institutions and Corporates. Also a Consultant providing services in areas related to Marketing and Research for Small and Medium Enterprises.



Mubashir Usmani
Founder -
Social Seety

Apart from working on the biggest of brands on Social Media, Mubashir has also been a part of the Ignition Digital Media course as a faculty for Social Media Marketing. He was recently invited as a guest speaker on 'Power of Social Media', at the International Conference held by Oriflame in Pune. He is an author of one of India's most popular comic blog – Just Like Crap (www.justlikecrap.com). Mubashir specializes in Social Media Interactions, Conversations, Designing Social Media Strategies, Research on Social Media Platforms, Gaming, Online Consumer Behaviour and Humour Writing.



Muddassar Memon
Vice-President, Operations -
iProspect

No one can define creative the way Muddassar Memon does. Starting his career as a content writer in iProspect, his desire to explore and try new options has gone a long way in making him the Associate Vice President of the Creative Division of iProspect. Heading a team of over 35+ creative minds across design, content, social, and tech teams, he is the prime person who debriefs client briefs, streamlines creative processes, manages deliveries, comes up with new ideas and innovations, and mentors team members. Under his leadership and vision, iProspect has won more than 60 awards in the ad-industry for various campaigns for clients such as Remit2India, ICICI Lombard, HDFC Bank, HDFC Life, Cleartrip, DSP BlackRock MF, Koovs, Reliance General Insurance, Metro Shoes, Zoom In, Big Bazaar, AEGON Religare General Insurance, ICICI Bank, Axis Bank, Lodha Group and many more. Endorsing the ideology of offering creatives as per intent and psyche rather than adapting the mainline creatives into the digital space, Muddassar is a true industry maverick who has redefined the creative process for digital. Having completed the Route 500 Program at iProspect, he plans to bring in new innovations to the creative process and deliveries.



Neena Dasgupta

CEO & Director - Zirca Digital Solutions

ZIRCA Digital Solutions is a digital company set up as a sister concern of Aidem Ventures. AIDEM under the digital and international vertical currently handles Economist.com, Al Jazeera group of channels, Al Jazeera online, Eros Now, Get it to name a few. Neena is the business head for these verticals and is responsible for managing its revenue and the business. The other critical part of her role is expanding the international footprint of the company by tying up with international media partners to handle their sales from the South Asia region. Apart from this, she is setting up an independent ad network for AIDEM. Before working with AIDEM, Neena was the Head of Advertising Sales, India at BBC Worldwide where she worked for over 8 years.



Prathamesh Kulkarni

Head of Data Science and Analytics - 22feet Tribal Worldwide

Prathamesh is associated with iProspect Communicate2 since 4 years. Being Masters in International Business, he has also worked with brands like MIEL e-Security Pvt. Ltd. and Ministry Of Tourism, Budapest. Certification and rich experience together makes him an expert in Google Adwords & Analytics. His top skills include, Market Research, Lead Generation, Competitive Analysis and many more.



Priya Swaminathan

Practice Head for Digital Services - Infosys BPO

Priya is a Digital Marketing Specialist with comprehensive experience in Digital Advertising, Content Development and Online Marketing. She has amassed abundant insights in profit centre operations, business consulting, business development, Campaign Management, banner advertising, Search Engine Optimization, Social Media Optimization, Media Planning & buying, Affiliate Management, E-mail marketing, Web Analytics, Usability, Accessibility, customer acquisition and retention.



R Venkatesh
Director - Trident
Marketing

A specialist in sales and negotiations, international business and international marketing, skilled with market research, business strategy, team management, management consulting, international trade, analytics, educational leadership, academic administration, Mr. Venkatesh has been teaching in various institutes, universities and colleges viz ITM, Welinkar, IIM Bangalore etc. for over a decade.



Radhikarani Sengupta
Digital Lead P & G -
MediaCom

Radhika is currently working as Digital Lead – P & G, Mediacom. Radhika has close to a decade's experience across two varied and yet related industries – software and digital media. Her rich experience in India as well as abroad has helped her to handle a range of clients and expectations around digital media practices and technologies. She has worked at companies like ibs (Interface Business Solutions (I) Pvt. Ltd. , Komli Media, Mindshare, Mediaage: cia & Tribal DDB. She specializes in Client Servicing, Digital Media Planning, Buying, Negotiation & Digital Media Training. She is one digital media professional who loves and believes that technology changes the world every day.



Rajeesh Rajagopalan
Vice-President, Mumbai Head -
Grapes Digital Pvt.Ltd |
Co-Founder - Jubination

Rajeesh is a Co-founder at Jubination & Contenter, a branding and digital marketing specialist responsible for conceptualizing, developing, executing, and managing innovative, results-oriented cross-channel digital marketing programs. Strengths include creating innovative campaigns to help build brands across various digital platforms. Prior to being an entrepreneur, Rajeesh has worked for other brands like Godrej, Mahindra & Mahindra, and Interactive Avenues. Specialisation: Digital Marketing, Strategic Planning and Brand Management.



Ritesh Singh
Co-founder & CEO -
ARM Digital

Ritesh founded ARM Digital after a stint as the National Director at MEC Interaction. Before this he was Business Head at SMG Digital where he worked for 6 years. In his role at SMG, he was one of the leading flag bearers of digital in India.

In his last role as a Business Head – India, SMG Digital, he had been steady in learning, co-learning & imparting digital knowledge with clients & publishers partners, managing & mushrooming existing business and also working with global teams on global clients. At SMG, he was also part of many global digital initiatives & pitches and latest accolade was being part of GLOBAL IMPACT CIRCLE, a 25 member global team set to achieve various common objectives across the globe.



Prof. Seema Gupta
Marketing Professor -
IIM-B

Professor Gupta specializes in marketing communications and digital marketing. She has published papers in reputed journals such as PR Review, Corporate Reputation Review, Management Review, Vikalpa and Decision. Winner of the EFMD Best Case Award (2011) and ISB-IVEY Best Case Award (2011). Professor Gupta has written cases on marketing challenges faced by companies such as Volkswagen, Bosch, Nielsen, DDB Mudra, Dainik Bhaskar etc. Her cases have been registered with Harvard Business School Publishing. Professor Gupta is passionate about digital marketing and writes a blog www.DigitalMarketingTadka.com.

She has presented papers at international conferences. She has provided consulting in marketing strategy and communications to companies such as Nilon's, Karnataka State Seed Corporation, INDCOSERVE etc. Her articles have appeared in national media such as Economic Times and Financial Express. Professor Gupta has imparted training to executives of reputed companies. Prior to IIMB she has worked with RPG group in sales and marketing function and Mudra Institute of Communications (MICA).



Santosh Sahu
Founder - DIGITERZ

Santosh has more than a decades experience in acquiring new business, recruiting new talent, Market Analysis etc. Its been quite a few years since Santosh entered the Digital Marketing domain. He is experienced the domains of Online Marketing & Project Management for SEO, Social Media, SEM-PPC, Online Media Planning and Buying, Website Development Projects, and Affiliate Marketing Management. His core objective is to excel in the Digital Marketing Project Management domain. Before entering the world of digital Santosh has worked in the financial sector with brands like ICICI Securities, Kotak Securities among others.



Saurabh Khemka

Director, Performance Media -
Performics.Convonix

Saurabh is currently working as a Director- Performance Media at Performics Convonix. He started his career with netCORE Solutions as an Email Marketing Consultant. 6 months later, took up the additional responsibility to drive a new product line at netCORE called Affiliate Marketing. Saurabh has since then been heading Affiliate Marketing teams and adds a critical angle to netCORE's only lead generation business which helps all brands to reach out to new prospects every day. In addition to these responsibilities, Saurabh also looks at avenues with affiliate marketing, which can prove to be a viable product line for lead generation business. Driving sales and operations, product innovations and leads for clients has been the key focus for Saurabh & his team over these years.



Savieta Batra

Founder -
The August Image

Savieta is a qualified Image Consultant, certified from Image Consulting Business Institute (ICBI), Mumbai and also holds an international certification in Fashion Styling from Conselle Institute, USA. She has been teaching and training since 15 years in India and overseas. She has worked at Taj Palace, ITC Maurya Sheraton and Hyatt. Through her experience in the hospitality industry she trains in how to "Make an Impact". At DMTI, she conducts sessions for Body Language and Personal Grooming.

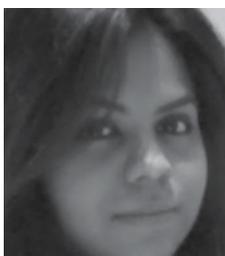
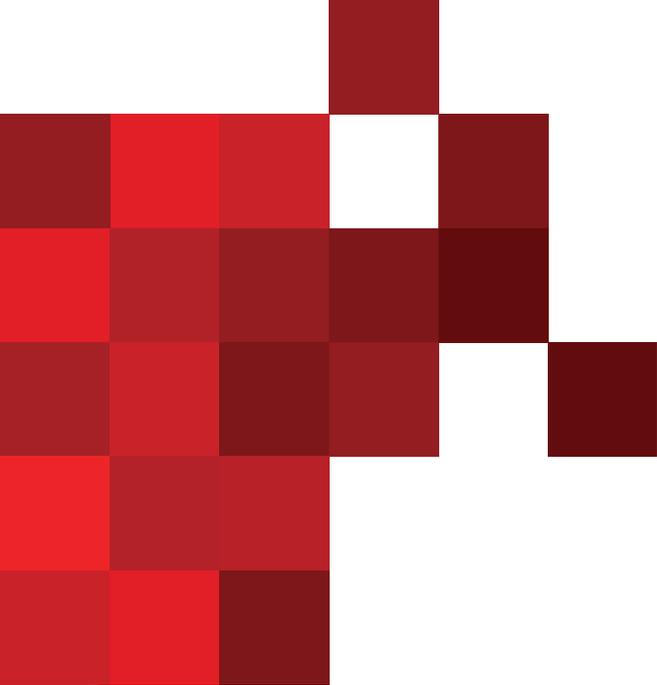


Shashank Saksena

Head (Content, Social &
Community) -
SVG Columbus

With over a decade of experience in Digital Media, Shashank is an experienced product and marketing expert with a broad experience in planning, usability technology and business planning for internet products. Shashank has served with Aircel as Head, Digital Marketing and engagement and Bharti Airtel Limited as DGM, Marketing. His core competencies lie in technology & product specs, information architecture and usability, ad positions, SEM and SEO implementation. A successful leader in building digital as a key component with 18 years of cross-industry experience in marketing & handling green field projects he has the honour of being listed in Paul Writer's Top 100 Digital Marketer 2018.

Specialties: Digital Marketing,
Online Acquisition & Sales, Brand
Management, Social Strategy,
eCommerce, Content marketing.



Shruti Nair
Co-Founder & Director -
Social Seety

Shruti Nair is a tech-enthusiast, who graduated in Bio-Technology but always dreamed of making it big in the world of Experiential Marketing & Communications. At the age of 20 she was managing a team of 10 for social media projects & was responsible for strategy and activation of several big projects catering to all categories of brands.

Apart from this she was the youngest social media ambassador from India for the gigantic Pepsico conference held in Delhi. Having handled 80+ campaigns and with a penchant for technology that creates unforgettable experiences for the consumer, she started Social Seety – a full service communications and creative solutions agency with a strong digital, design and technology based work, with clients like Pepsico, Whirlpool, Siemens, Times Of India etc



Suyesh Shankar
Vice President
(Business Development) -
Cynapse India Pvt.Ltd

Suyesh is currently the Digital Strategist at Times Center for Learning Limited. Prior to this he has worked with companies like DATA Technology Co Ltd, Xebec-Predator LLP and DeltaX. He has also founded his own Venture youjustcook.com. Prior to this Suyesh was an E-Business Manager at Dell India, where he was managing ecommerce and online marketing. Suyesh is a marketing professional with a strong digital experience. He has been actively engaged with the digital space since its inception in India and has over 18 years' experience across Internet Marketing and Technology Implementation. He has been involved in all aspects in the internet space – technology, web solutions, media and marketing. Suyesh has been leading digital strategy across key clients, including Oracle, Samsung and Singapore Tourism Board.



Sweta Sharma
Founder & CEO -
Melloto

With a diverse experience from Analytics Consulting to Co-founding one of the leading Social Media Analytics product, Shweta has worked across functions to ensure smooth management and business operations. At Simplify360, she spearheads the business development, partnerships, product vision and overall strategic and revenue growth of the company. Statisticians by education, she is completely data driven and result oriented.

Specialties: Social Media Analytics, Social Media Optimization and Social Media Management Online Marketing, SEO, SMO Online Reputation Management, Online Tracking, Social Listening Project Management, Client Services and Delivery Management Business Development and Strategic Partnerships.



Tanishq Juneja
CEO - Pepipost

Tanishq is currently the CEO at Pepipost. Prior to this he founded the consultancy lab at netCORE, which is the largest ESP in India today. When he is not playing his guitar, this black belt champion in “inbox- delivery” creates and delivers lucrative email campaigns for heavy duty brands. He personally guides the brands into an increasing ROI path every year. With an unrivaled track record of delivering over 300 successful brand campaigns across multiple industry verticals, this young expert continues to help renowned brands like ICICI Bank, Reliance Retail, Vodafone, Money Control and Makemytrip in setting their email consulting in strategic directions. Tanishq has won many awards, including international awards like Marketing Sherpa. An avid reader and blogger, he is also an eminent speaker at various e-marketing forums and Digital Institutes.



Theodore Hayes
Analytics Trainer and Evangelist - Jellyfish Training

Experienced Head of Analytics with a demonstrated history of working in the marketing and advertising industry. Comes with an insatiable hunger for new Tech and Innovation, a digital evangelist skilled in Search Engine Optimization (SEO), Search Advertising, Pay Per Click (PPC), Mobile Marketing, and Account Management. Strong business development professional with a Motorsport Engineering Hons from Oxford Brookes University.



Zubin Nalawalla
Co-Founder - LIQVD Asia,
Partner - SuperGreen Products LLP
Partner - SuperFit Asia

Zubin has over 12 years experience in the digital spectrum across Social and Search. His past work assignments have been at organizations like Google, DraftFCB, Edelman and 3GS. During his career he has worked and led teams for numerous B2C and B2B campaigns successfully. Earned media is his forte and he has executed digital strategies for globally renowned brands such as Cadbury Oreo, Nivea, Blackberry, Samsonite, Mahindra Navistar, Mahindra and Tata Group of Companies. His focus is to make digital communication relevant to consumers.

“Successful PGPDM Alumni”



Radhika Asher
BC Web Wise
Group Account Manager



Yogesh Dwivedi
Everymedia Technologies Pvt. Ltd.
Senior Account Manager



Shrikant Kamble
Hotstar
Client Success & Media Operations



Pranay Mohan
Times Internet
Manager (Colombia Sales)



Aarti Rana
Social Kinnect
Sr. Group Account Manager



Rishabh Jain
Mindshare
Digital Media Planner



Yashita Shah
Johnson & Johnson
Media Management Associate
(Ecommerce)



Seema Salema
Netcore
Sr. Campaign Strategist (Affiliate Marketing)



Pratik Krishnan
Social Kinnect
Sr. Manager (Media)



Laxmi Kanwar
Ethinios
Assistant Account Manager



Manmeet Singh Buttar
Creative CADworks,
Toronto (Canada)
Sales & Marketing Manager



Arijit Mukherjee
Alterspark
Digital Marketing Associate



Aishwarya Sharachandran
SVG Media Pvt.Ltd.
Digital Ad Sales



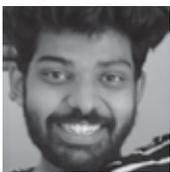
Sneha Saraf
Jubi.ai
Product & Partnership



Akansh Shetty
Ultraviolet Digital
Solutions Pvt. Ltd.
Account Manager



Sonia Singhania
Fcb Ulka Advertising Pvt. Ltd.
Sr. Brand Service Executive



Sanket Wadekar
iProspect
Web Analytics Manager



Akanksh Neb
GrapesDigital
Client & Social Media Executive



Rajeshree Kadhao
Grapes Digital
Manager (Client Servicing)



Pankaj Jha
Ethinosis
Executive (Paid Media)



Ameya Kaulgi
Valueleaf Services (India) Pvt. Ltd.
Manager (Strategic Alliances &
Ad Operations)



Navin Mehra
eBrandz Solutions Pvt. Ltd.
Search Marketing Executive



Sanchit Todi
Scribble Solutions
Design Strategist



Amey Parab
Publicis Beehive
ORM Executive



Saurabh Doshi
One Degree
Founder



Farida Sham
iProspect
Management Trainee



Kajal Gala
Performics. Convonix
Analyst (Media Solutions)



Nitesh Upadhyay
iProspect
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