



SRIKAANT MEYNON

Consumer Journey Architect

- **Strategic Digital Leader:** Proven track record of delivering transformative digital strategies, achieving over 35% annual revenue growth, and redefining business models.
- **Innovative Problem Solver:** Expertise in crafting go-to-market strategies, optimizing customer journeys, and driving ROI & audience engagement.
- **Team Builder & Mentor:** Skilled in building high-performing teams, driving new revenue streams, and enhancing operational efficiency.

Contacts

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LinkedIn/Website/Portfolio:

linkedin.com/in/shrikantmenon

Location: Mumbai, India

Gender: Male

Nationality: Indian

Education

Post Graduate Diploma in Business Management (P.G.D.B.M)

Indian Institute of Planning and Management (IIPM), Mumbai | 2002 – 2004

Master of Business Administration

International Management Institute (IMI), Mumbai | 2002 – 2005

Bachelor of Arts in Economics

S.I.E.S. College of Arts, Science, and Commerce, Mumbai University | 1998 – 2001

Certification

Certificate Programme in Key Account Management

Indian School of Business (ISB) in collaboration with Kellogg School of Management and The Wharton School | August 2017

Key Skills

- Performance Marketing
- Omnichannel Marketing Strategy
- Programmatic Advertising

Work History

Associate Vice President, Marketing | EdTech Digital Transformation Strategist

USDC Global | Mumbai / Bengaluru

March 2024 – Present

- **Performance Marketing:** Achieved 35% higher student enrollment rates via precision-targeted digital marketing campaigns across multiple platforms.
- **Content Strategy:** Increased online course engagement by 50% through compelling educational content frameworks leveraging multimedia and interactive narratives.
- **SEO Optimization:** Improved university course visibility and student acquisition by 45% through comprehensive SEO strategies for online education platforms.
- **Brand Management:** Enhanced market perception and institutional credibility by 40% through positioning universities as innovative, tech-forward learning solutions.
- **Public Relations:** Generated significant media coverage and improved institutional reputation through strategic PR initiatives highlighting digital transformation.
- **CRM Integration:** Streamlined student acquisition, retention, and alumni engagement by implementing advanced CRM systems.
- **Business Strategy:** Drove 40% market expansion with innovative, data-driven strategies leveraging emerging digital trends.
- **Talent Development:** Improved team productivity by 35% through targeted talent development programs and comprehensive skills training.

Managing Partner

WiseApe (The Digital Street LLP) | Mumbai

December 2018 – December 2023

- Led strategic planning and execution for diverse business verticals, aligning operations with overarching organizational goals.
- Spearheaded restructuring initiatives to optimize profitability, including partner alliances, team reorganization, and operational refinement.
- Delivered integrated brand strategies, overseeing campaign development, stakeholder engagement, and performance measurement.
- Successfully recruited and onboarded high-calibre talent, driving the establishment of new revenue streams and enhancing organizational capabilities.
- Directed client engagements and delivery across verticals, ensuring optimal business outcomes and client satisfaction.

Head of Sales Strategy & Agency Relations

Times Internet | Mumbai

March 2017 – December 2018

- Conceptualized and executed go-to-market strategies, building and nurturing

- Brand Marketing
- Community Building and Management
- Audience Analytics
- PR
- SEO
- Data-Driven Insights Generation
- Content Strategy
- Influencer Marketing Strategy
- Go-To-Market Strategy
- Client Engagement & Retention
- P&L Management
- Digital Growth Hacking
- Marketing & Brand Strategy
- Cross-Channel Campaign Management
- Team Leadership & Talent Development
- SEO, SEM, and Performance Marketing
- Strategic Content Development
- Digital Transformation Consulting
- Stakeholder Management
- Presentations
- Performance Monitoring

high-value relationships with top-tier media agencies.

- Delivered innovative, brand-driven content solutions to clients across diverse industries, enhancing customer acquisition and retention.
- Oversaw international sales portfolios spanning 3 continents, contributing to high-impact pitches and revenue growth.

Vice President

Interactive Avenues | Mumbai

August 2013 – February 2017

- Oversaw regional P&L, consistently driving annual revenue growth of 35% by implementing robust digital strategies.
- Managed a diverse client portfolio, providing data-driven insights to inform campaign design and execution across industries.
- Played an integral role in establishing organizational values and behaviors as part of the leadership team.

Partner Digital, West Head

Mindshare | Mumbai

April 2013 – August 2013

- Developed end-to-end digital strategies tailored to the needs of high-profile brands across categories.
- Managed team operations, delivering measurable ROI on digital initiatives and elevating brand performance across platforms.

PRECEDING WORK EXPERIENCE

Organisation	Designation	Duration
Castrol India Pvt Ltd	Digital Marketing and Media Head	Feb 2012 - Apr 2013
Yahoo! India Pvt Ltd	Category Development Manager	Jun 2010 - Feb 2012
Mindshare	Associate Director	May 2008
Mastek Ltd.	Marketing Communications Manager	Apr 2007 - May 2008
Hungama	Asst. Manager	Dec 2005 - Apr 2007
Indigo Systems and Technology Consultants	Senior Executive	May 2004 - Dec 2005

Key Accomplishments

- **Consumer Acquisition:** Devised comprehensive strategies encompassing content partnerships, demand-driven messaging, and targeted social distribution, achieving significant audience growth reach and engagement.
- **Revenue Growth & Pipeline Development:** Delivered cross-channel digital campaigns that generated substantial business pipeline value and enhanced ROI.
- **Team Management and Growth:** Recruited top-tier talent and successfully launched new revenue lines, driving organisational diversification and profitability.
- **Go-To-Market Strategies:** Designed and implemented GTM frameworks for leading media enterprises, improving agency partnerships and content delivery.
- **Digital Journey Mapping:** Strategically mapped digital customer journeys for prominent brands across web, mobile, and social channels, increasing market presence and consumer engagement.
- **Accolades and Recognition:** Received prestigious awards, including Yahoo! Super Star Award, for outstanding achievements in digital marketing and content innovation.