

Shashank Desai

Product Marketing & CRM Specialist

Phone: [+91-866-887-8535](tel:+91-866-887-8535) | **Email:** shashank@shashankdesai.com

LinkedIn: [linkedin.com/in/shashank-growth-product-management/](https://www.linkedin.com/in/shashank-growth-product-management/)

Website: <https://shashankdesai.com>

HIGHLIGHTS

- Accomplished the **highest CRM revenue for three consecutive months** at Rally OurBus (Oct-Dec 2024) with a **user retention rate of 8%**.
 - Achieved **record-breaking revenue** at Unacademy, contributing to **\$5 million** in **customer lifecycle management (CLM)** revenue in 2022.
 - Gold Medalist** in Under-15, Under-17 & Under-19 Badminton Championships (2009,2012,2014).
 - Earned a Bronze Medal** as **Team Manager** at the Inter-State West Zone Badminton Championships (2017).
 - Fast-tracked** from **Associate** to **Senior Associate** within a period of 3 months at Unacademy.
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PROFESSIONAL EXPERIENCE

Assistant Manager – CRM

Rally OurBus, Delhi | Sep 2024 – Present

- Led **cross-channel marketing campaigns**, driving **20% of total revenue** (\$2.5 million) within 4 months and significantly improving **user engagement** across email, push notifications, and app communications.
 - Designed and launched **12+ personalized user journeys**, including **Abandoned Cart** and **Win-Back campaigns**, boosting **user retention** by 25% and contributing to **7% of monthly revenue**.
 - Revamped crowdfunding campaigns by implementing user segmentation strategies, achieving a **12% increase in conversion rates**.
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Lead - Product Marketing

Text Mercato, Bangalore | Mar 2023 - Jan 2024

- Optimized **email marketing** and **SMS** campaigns, achieving a **60% increase in lead generation** with the **lowest cost per lead (CPL)** across all channels.
 - Improved the **sales-qualified leads** by increasing **LinkedIn engagement** by **14% within 3 months** using **automation tools**.
 - Enhanced **top-of-funnel engagement** to **97.37%**, contributing to more effective **cross-channel marketing** and increased **customer acquisition**.
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Senior Associate, Product Marketing & CLM

Unacademy, Bangalore | Aug 2022 – Mar 2023

- Drove **\$5 million** in **CLM revenue** in 2022, focusing on **user acquisition, engagement, and retention** through **email, push notifications, and in-app communications**.
 - Managed **multi-channel campaigns**, including **email, web pop-ups, SMS, WhatsApp, and app notifications**, reaching over **100 million learners** globally.
 - Led **A/B testing experiments**, improving **campaign performance** and **user journey optimization**.
 - Trained a team of 4** talented juniors in **campaign execution, user segmentation** and calendar planning.
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Category Associate - Test Prep Business

Unacademy, Bangalore | Aug 2021 - July 2022

- Collaborated with **200+ YouTube partner channels**, driving a **15% increase in learner acquisition** through **targeted cross-channel campaigns**.
- Partnered with **K12 channels**, resulting in the acquisition of **10,000+ new learners**.

Associate - Athlete Management & Brand Activations

Fast&Up India, Mumbai | Aug 2019 - July 2021

- Serviced **400+ athletes and influencers**, including **Olympians** and renowned cricketers, leveraging **data-driven strategies** to increase **brand exposure**.
 - Executed **30+ BTL/TTL campaigns** across various digital platforms, fostering **fan loyalty** and **engagement**.
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EDUCATION

International Institute of Sports Management, Mumbai

Master of Sports Management (MSM) | 2017-2019

S.S. Dempo College of Commerce & Economics, Goa

Bachelor of Commerce | 2014 - 2017

CERTIFICATIONS & TOOLS

- CleverTap Certification
 - HubSpot Email Certified
 - Google Analytics for Beginners
 - Advanced Google Analytics Certification
 - Hands on experience using tools such as **CleverTap, HubSpot, WebEngage, NetCore, MailChimp, AppsFlyer, Figma, Canva, HTML/CSS & PhantomBuster**.
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OTHER ACHIEVEMENTS

- **Gold Medalist** in Under 17 Boys Singles Badminton Championship, Goa, demonstrating leadership and competitive drive.
 - Represented **Goa State** at the National Badminton Championships.
 - **Procam Slam Champion** (10km, 21km, 25km, and 42km marathons), emphasizing **resilience** and **commitment to goals**.
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PASSION & INTERESTS

- Long-distance running
- Badminton
- Biking
- Theatre
- Modelling
- Fitness