



YOGESH KOTHARI

EXPERIENCED DIGITAL LEADER

15+ YEARS BLENDING MARKETING, DATA, & TECHNOLOGY

DRIVING BUSINESS TRANSFORMATION

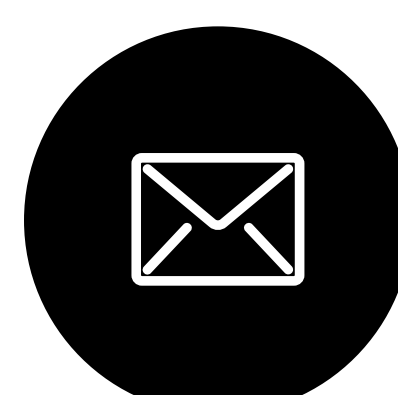
LEADING TRANSFORMATIONAL
GROWTH INITIATIVES



Dubai , UAE



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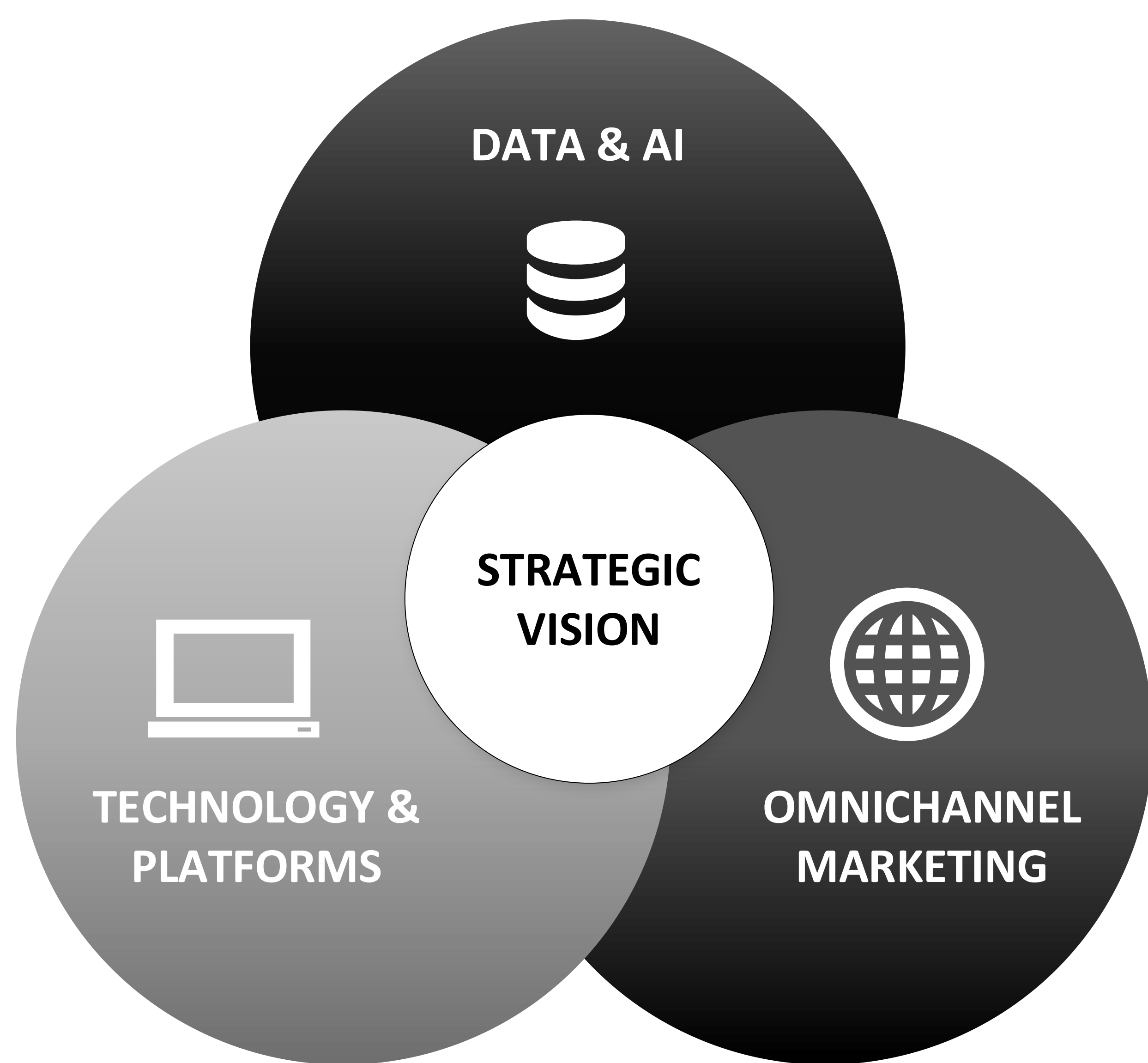
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CORE CAPABILITIES

A results-driven digital leader

with over 15 years of experience

spearheading transformative growth through a blend of strategic vision, technical expertise, data-informed decision-making, and integrated marketing



TECHNOLOGY & PLATFORMS:

- Proven track record in architecting and optimising websites, apps, and e-commerce platforms.
- Expertise built on a solid technical foundation, starting from engineering college and early coding experience.
- Key achievements include leading technology projects at Convergence Service and developing successful social apps, mobile apps, and websites at Resultrix India and MEA (Publicis Groupe).

OMNICHANNEL MARKETING:

- Developed & executed comprehensive multi-channel media strategies (paid, owned, earned) to drive customer acquisition and engagement.
- Built and scaled SEO and Analytics practices at Resultrix MEA (Publicis Groupe).
- Led integrated pitches and spearheaded digital transformation initiatives.
- Key Achievements:
 - Doubled digital share at Emirates NBD
 - Launched Liv., the fastest-growing digital bank

DATA & AI:

- Founded and scaled PivotConsult into a profitable business unit within PivotRoots (now a Havas media company).
- Leveraged expertise in AI, ML, Generative AI, cloud data warehousing, ETL, CDP, marketing automation, and analytics.
- Acquired Deepflux.ai to drive inorganic growth.
- Delivered transformative growth services, including award-winning campaigns and projects.

PROVEN ABILITY

Build and lead high-performance teams: Inspiring and empowering teams to achieve exceptional results.

Drive successful transformations: Translating strategic vision into tactical execution, consistently delivering quantifiable business outcomes.

Spearhead innovation: Staying ahead of industry trends and emerging technologies to drive continuous improvement and growth.

KEY STRENGTHS

Strategic thinking: Translating business goals into actionable digital strategies that deliver measurable results.

Technical proficiency: A deep understanding of digital platforms, tools, and technologies gained through hands-on experience and continuous learning.

Data-driven decision-making: Leveraging data insights to inform strategies and optimise performance across all channels.

PROFESSIONAL PROFILE

PROFESSIONAL EXPERIENCES

ENTREPRENEURIAL LEADERSHIP (Jan 2020 – Jan 2025):

PivotConsult / PivotRoots, A Havas Media Company

- Founded PivotConsult, a data & technology venture within PivotRoots, and grew it into a thriving and profitable division. This success story played a role in PivotRoots' acquisition by Havas Media, and the division now boasts a 50-person team and impressive revenue figures.
- Led the deployment of cutting-edge marketing technology solutions across various industries and renowned brands (KFC, Kotak 811 Bank, Bisleri, WildCraft, Coca-Cola, Swiggy, fnp), delivering data-driven insights and driving impactful business outcomes.
- Drove inorganic growth through the strategic acquisition and seamless integration of Deepflux.ai.
- Spearheaded the adoption of AI, ML, and Generative AI to deliver award-winning campaigns and develop proprietary solutions.

MARKETING LEADERSHIP & DIGITAL GROWTH (May 2017 - Dec 2019):

EMIRATES NBD

- Built and led high-performing in-house marketing teams, driving significant digital transformation and business growth.
- Doubled the digital share of business at Emirates NBD through a comprehensive digital marketing transformation.
- Successfully launched and scaled Liv into the region's fastest-growing digital bank with strategic marketing campaigns.
- Oversaw the record-breaking launch of SkyShopper.com.
- Consistently optimised customer acquisition and engagement through data-driven insights and a customer-centric approach.

AGENCY & TEAM LEADERSHIP (Feb 2012 - April 2017):

Resultrix - Publicis Groupe

- Rapidly, my expanded digital marketing expertise at Resultrix.
- Transitioned to a strategic leadership role, spearheading the SEO & Analytics vertical, achieving a 250% revenue increase.
- Built and mentored a high-performing team of 20, taking P&L ownership.
- Focused on strategic planning, new business development, and data-driven campaigns to fuel growth for the agency and clients.

SELECTED ACCOMPLISHMENTS

PIONEERING GENERATIVE AI

Successfully explored and implemented cutting-edge applications of Generative AI at PivotConsult, driving innovation in content creation, customer engagement, and operational efficiency.

THOUGHT LEADERSHIP & KNOWLEDGE SHARING:

Authored and co-authored textbooks on "System Security" and "Principles of Communication" for B.E. Computers at Mumbai University, demonstrating expertise in technology and a commitment to education.

[Amazon Link](#)
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BIO

Date of Birth
30 December 1986

Nationality
Indian

Marital Status
Married

EDUCATION

Masters in e-Business (Specialization in Marketing)

Welingkar Institute of Management
Mumbai 2010 – 2012

Bachelor of Engineering (Specialization in Computers)

University of Mumbai
Mumbai 2004 – 2008

SKILLS

Digital Marketing & Growth: SEO, SEM, Paid Media, Social Media Marketing, Content Marketing, Marketing Automation, Customer Lifecycle Management, Omni-channel Marketing.

Data & Analytics: Data Strategy, Business Intelligence, Data Analysis, Propensity Modeling, Customer Segmentation, A/B Testing, KPI Definition & Measurement.

Technology & Innovation: AI, ML, Generative AI, Cloud Data Warehousing, ETL, CDP, Web & App Development, E-commerce Platforms.

Leadership & Management: Team Building & Leadership, P&L Management, Strategic Planning, New Business Development, Cross-functional Collaboration.

Soft Skills: Communication, Problem-Solving, Critical Thinking, Decision-Making, Adaptability.

SUCCESS STORIES

PivotRoots
A Havas company

PivotConsult

DATA ENGINEERING & DIGITAL TRANSFORMATION



Composable CDPs: Fueling Data-Driven Transformation

Brand: Kotak Mahindra Bank 811

- Built a 'Composable CDP' on AWS Cloud, integrating 15+ data sources. The CDP is evolving into a central Datamart for the organisation.
- Successful collaboration between technology and marketing teams to deliver a data engineering solution that drives data-driven decision-making across the organisation.



Composable CDP & Martech Stack: Fueling Bisleri & WildCraft's Digital Growth

Brands: Bisleri & Wildcraft

- Revamped digital touchpoints (website & app), built a Martech stack, and leveraged Google Analytics 4 with Google Cloud for a Composable CDP.
- Enabled a complete digital transformation, including Analytics, Customer One view, Data Integrations, UI/UX, and web/app development, contributing to data-driven decision-making and enhanced customer experiences.



Maximising Customer Engagement & ROI through Marketing Automation

Brand: KFC India

- Leveraged a combination of proprietary and 3rd party marketing automation tools.
- Achieved optimal customer engagement throughout the entire customer lifecycle, leading to increased CLTV (Customer Lifetime Value). This serves as a prime example of an effective marketing automation strategy.

Empowering Real-Time Decision-Making with Gen AI-Based Querying

Brand: KFC India

- Deployed Gen AI-based querying customised to KFC's data sets.
- Eliminated reliance on data analytics teams for key business metrics, enabling real-time information retrieval using natural language queries and facilitating faster and more informed decision-making.

Data-Led Lead Optimization - The New Standard for Success

Brand: Motilal Oswal & Samsung India

- Went beyond basic lead capture and management with a triumphant 'Data Led Lead Optimization' strategy.
- Demonstrated the power of data-driven decision-making, setting a new benchmark for lead optimisation and instilling confidence in data's ability to drive business results.



Geo-Spatial Analytics for Data-Driven Insights

Brand: Coca-Cola

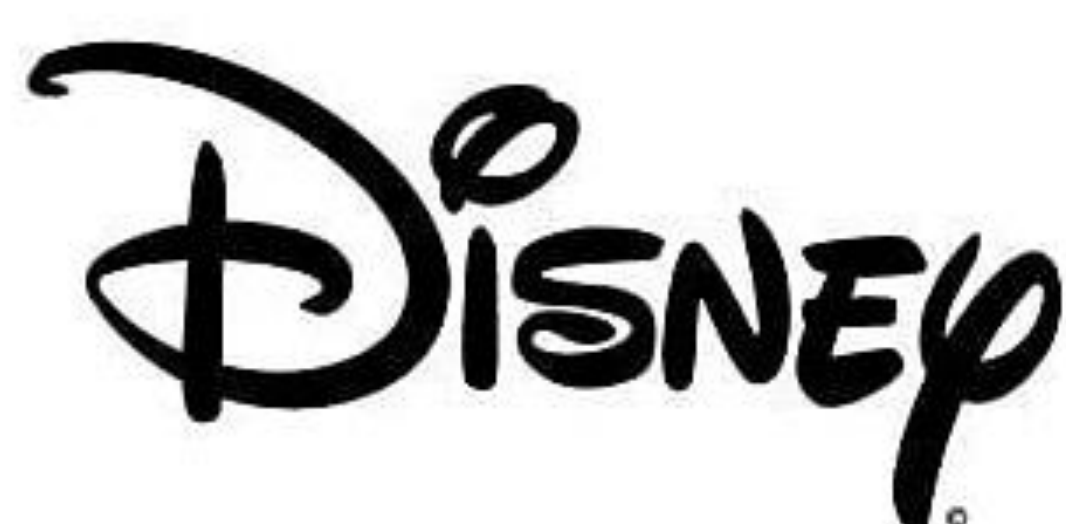
- Captured and analysed data from various online and offline sources using Azure Cloud.
- Visualised vital business metrics through geospatial analytics, enabling data-driven insights for improved decision-making and targeted strategies.



Predictive Analytics for Box Office Success

Brand: Disney Studio India

- Utilised sentiment analysis, social listening, movie booking numbers, and other data sources.
- Predicted movie collection numbers and identify opportunities to influence performance, leading to improved box office results



SUCCESS STORIES

DATA ENGINEERING & DIGITAL TRANSFORMATION

Single View of Paid Marketing: Enhancing Swiggy's Marketing ROI Brand: Swiggy & Amazon Prime Video

- Created a Single View of Paid Marketing with granular drill-down dashboards using Google Ads Data Hub.
- Enabled precise measurement of Branding Campaign effectiveness, driving marketing efficiency and effectiveness through data-driven insights.

Driving Marketing Efficiency & Effectiveness through Optimized Digital Analytics Brand: Fnp & Wio Bank

- Optimised the Digital Analytics Framework.
- Enhanced marketing efficiency and effectiveness by enabling data-driven insights for improved campaign performance and ROI.

GROWTH MARKETING

Brand: Emirates NBD

- Led a comprehensive digital marketing transformation initiative.
- Doubled digital business share and optimised online acquisition strategies across multiple products using data-driven insights and a customer-centric approach.

Brand: Liv.

- Strategically launched and scaled Liv.
- Positioned Liv. as the fastest-growing digital bank in the region through targeted marketing and successful launch execution.

Brand: SkyShopper.com

- Oversaw the launch of a multi-product marketplace.
- Achieved record first-year transactions by leveraging data analytics and a focus on customer experience.

INTEGRATED DIGITAL MARKETING

Brands: ICICI Bank, ICICI Direct, AXA and Others

- Spearheaded successful, full-scale digital marketing campaigns for various clients, driving substantial ROI through paid search and securing additional budget allocations while reducing costs.
- Achieved top-tier cost-per-lead results in the industry through laser-focused Facebook advertising campaigns.
- Significantly increased landing page conversions by implementing data-driven optimisation strategies.
- Launched and grew engaging YouTube Brand channels, fostering brand awareness and audience engagement.
- Implemented and managed Google Analytics and Google Tag Manager to track and measure campaign performance, providing actionable insights for continuous improvement

Brands: One & Only Resorts and Toyota Saudi

- Executed high-impact digital marketing campaigns, generating substantial ROI.
- Maximised ROI through strategic paid Social, SEO, and SEM management.

SEO: Improving Organic Presence

Brands: Abdul Latif Jameel, Redbull, IKEA, Emirates NBD

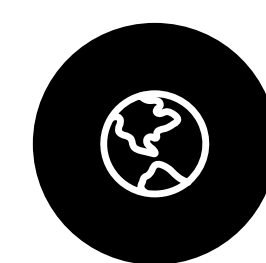
- Implemented multilingual SEO strategies and fostered cross-functional collaboration to embed SEO into the overall marketing strategy.
- Expanded brand reach and improved organic search visibility.





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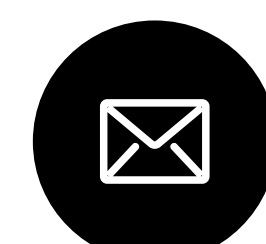
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STRATEGIC GROWTH LEADER

As a results-driven digital executive with over 15 years of experience spearheading transformative growth initiatives, I am keen to explore how my proven track record aligns with your company's focus on innovation and brand expansion. My past successes across various roles demonstrate my ability to deliver tangible results and drive meaningful change.

I've consistently spearheaded initiatives that deliver measurable business outcomes throughout my career.

As Business Head at PivotConsult, we built a profitable data and technology division from scratch, leveraging emerging technologies like AI and Generative AI to craft award-winning campaigns and proprietary solutions.

At Emirates NBD, we doubled the business's digital share. We established Liv. as the fastest-growing digital bank, showcasing my ability to translate strategic vision into tactical execution and achieve substantial growth.

My experience at Resultrix, a Publicis agency, further highlights my ability to build high-performing teams and exceed revenue targets, demonstrating my strong financial acumen and commitment to delivering results within budget.

My expertise in architecting cutting-edge technology platforms, crafting comprehensive marketing strategies, and pioneering AI/ML/Generative AI solutions will significantly impact your company's growth plans.