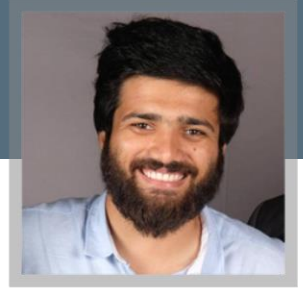


Pranav Divakar.G



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Education

- 2011 - 2014** **Bachelor of Business Management (BBM)**
Acharya Institute of Graduate Studies, Bangalore
- 1998-2009** **Pre-University & Schooling**
Acharya Independent Pre-university College, Bangalore & WPPS

Leadership Activities and Awards

- 2020** Increased Organic Traffic & Leads by 161% & 63% respectively in 6 months for Esper
Created an entirely new lead generation channel from 3rd party sources.
Worked on experiments to improve conversion rate for the landing page.
- 2017 - 2019** Led **GTM strategy & execution** for Locus to venture into USA & South East Asia.
Increased International lead generation by 800% in 7 months.
- 2016 - 2017** As an Account manager, increased the **revenue growth by 400%** from 11 accounts.
- 2015** Built **4 Side-Projects** in 6 months all driven towards the community at large
- 2015** Ran the **Dell Campus Ambassador Program** involving 50 colleges and universities
across INDIA.
- 2015** Organized 3 **Hack-a-thons**, Live Streamed the INK Conference across 15 colleges.
- 2014 - 2015** Selected as a **Startup Leadership Fellow & Program Lead** in 2014 & 2015 respectively.
- 2014** Organized **TEDxYouth@Shantinagar**, one of a kind TEDx Youth Conference in
Bangalore, India and built partnerships with brands.
- 2014** Cohort in **Massachusetts Institute of Technology- Global Start-up Labs**, 2014,
Selected as the Top 25 from over 458+ applicants.
- 2008-2012** Played **International Tennis tournaments** representing India while also playing for
Karnataka State in University, State & National tournaments.

Side Projects

Chessmate.me | [Discover Webinars](http://DiscoverWebinars.com) | StartupJourney.tv | [Funded Pitch Decks.com](http://FundedPitchDecks.com) | [Pikaboo](http://Pikaboo.com) |
CursorTrack.co | [TEDxYouth@Shantinagar](http://TEDxYouth@Shantinagar.com) |

Work Experience

2020

Growth Marketing Manager

[Esper.io](#)

Ran landing page experiments to improve conversion rate by 2x.

Grew Organic traffic by 161% & increased Organic leads by 63% in 6 months.

Setup & optimized lead generation from 3rd party portals like Captterra, Source forge, G2 Crowd etc., to create a consistent lead flow.

Re-setup the analytics tracking, Implemented Google Tag manager to manage 3rd party cookies & scripts.

2017 - 2019

Head of International Marketing

[Locus.sh](#), *North America & South East Asia*

Strategized & executed the Go-To Market for North America & South East Asia

Built a team to help with execution that contributed \$1Mn to sales pipeline in 2018.

Increased International lead generation by 800% in 7 months.

Key initiatives - Gartner Partnership, Webinars, Website revamp, Supply Chain Meetups, Top Tier PR Validations, Content Strategy, Conferences & ABM Campaigns.

2016 - 2017

Customer Success Manager

[Locus.sh](#)

Handled 10+ accounts & grew revenue by 400% in 10 months.

First member of the Change management that helps clients go from pilot to production.

2014 - 2015

Youth Outreach Programs Manager

[INKtalks](#), *Dell Campus Ambassador Program*

Ran Dell Campus Ambassador Program with 50 colleges across India.

INK Makers Program, INK Live 2015 – Ideating, Planning & Executing Make-a-thons.

2014 - 2015

Co-Founder

Spoonful Assistive Feeder

Played a key role in market research and was the front face of the company while pitching in competitions and talking with NGO's to improve.

Fun side of me

To share things apart from work, I represented India in a few international junior Tennis tournaments and played in the national circuit for about 5 years. I also enjoy adventure sports. Some of my most fun adventures were flying like a bird & swimming like a fish! (Sky Diving & Scuba Diving). Climbing Mt. Everest is my next big goal. I enjoy solving complex tasks, especially problems that are given as a game. I can solve the regular Rubik's cube in less than 2 minutes, and the other 4x4, 5x5, 6x6 & 7x7 cubes in a few hours. I collect coins & have a decent collection. I have tried almost every sport, some of my current favorites are Ultimate Frisbee, Chess, Football, Snooker & Badminton. I intend to travel for a month every single year to a country that I have never been before. I enjoy exploring new cultures, breaking stereotypes and just staring at city lights from far away.

Pranav Divakar