

# Binita Sinha

## GROWTH MARKETER

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## PROFILE

Growth Marketer with experience leveraging analytics and all marketing channels to identify and solve problems within the funnel to drive growth. Thrives in a fast-paced environment, collaborative with solid customer acquisition experience. Loves coffee, hikes, and keeping updated with current marketing and industry trends.

## SKILLS/TOOLS

SEO, SEM, & Display Marketing  
End to end Campaign Management  
Social & Email Marketing  
Analyze Data & Derive Insights  
Marketing Analytics & Reporting

Working Cross-Functionally  
Multi-touch Media Strategy  
Vendor & Agency Management  
Stakeholder Management  
Audience Segmentation

A/B & Multivariate Testing  
Landing Page Optimization  
Marketing Budget Management  
Google Ads, Salesforce, Hubspot,  
Google & Adobe Analytics

## EXPERIENCE

### SEO SPECIALIST & PRODUCER | WESTPAC

DEC 2018 - Present

- Led a response team during COVID-19 to produce crisis-related content, emails, SEO, and SERP to provide B2B customers with accessible information; hence reducing calls to the call center by 60% week on week
- Improved B2B and B2C educational sections on-site by leveraging content, SEO, SEM, and visitor journey mapping resulting in a 20% increase in organic traffic and a 50% lift in time spent on site
- Migrated Advisers & Investors to a new platform - used email, social, in-app alerts, master classes, SEM, etc. to support and retain users when migrating. With ~20K migrated to date, the retention rate had been 100%
- Optimized personalized journeys for migrating customers to increase engagement & customer satisfaction
- Optimized UX design, site design, keyword research, link-building, and writing to integrate the best keywords to successfully increase organic visits to retirement & insurance product pages by 60% & 45% respectively
- Worked with the Production Lead to set-up processes, design principles, and training videos for producers

### ACCOUNT EXECUTIVE | WOOLWORTHS

FEB 2018 - NOV 2018

- Overhauled client onboarding, and communication processes which improved client engagement by 45%
- Addressed declining loyalty program use, by selling ad space to product teams, and suppliers which funded weekly 1:1 marketing campaigns (email, PPC, and social) and set-up offers focused on cross-selling & up-selling by providing reward points incentives, resulting in a 50% uplift in weekly sales amongst members
- Worked with the machine learning team to provide customer in-store behavior insights, helping them improve 1:1 targeting propensity by 10%

### DIGITAL MARKETING EXECUTIVE | OPTUS

MAY 2016 TO FEB 2018

- Developed and broadened postpaid products paid media strategy to social, in-app, and push channels
- Go to market digital marketing lead for Huawei & Samsung smartphones product launch in 2017 - leveraged paid social, PPC, SEM, and on-site personalization that drove pre-order sales ~40% above 2016 benchmarks
- Established a personalization program by utilizing audience segments, behavioral & customer data, along with test and learn scenarios to successfully setup POC resulting in ~10% incremental conversion weekly
- Reduced Remarketing CPO by 45% on implementing segment targeting & multivariate testing

### DIGITAL MARKETING SPECIALIST | PEOPLEBROWSR

FEB 2015 - MAY 2016

- Developed marketing and content strategy from the ground up for the FinTech start-up
- Standardized email marketing best practices & proactive A/B testing to improve conversion rates by 10%
- Leveraged social media, content, SEM, automation of onboarding & renewals journey to increasing brand consideration by 50% & increase customer retention by 60% YOY
- Tested, implemented, and defined processes to use marketing & CRM platforms like Marketo, Bronto & Hubspot

## EDUCATION

BBA major in marketing | SP Jain School of Global Management | Sydney, Australia 2010 - 2014