



MALAY MOTE

+919892033654 | malay2702@gmail.com | malaymote.com

SUMMARY

A visionary digital strategist and a marketing leader with 9+ years of transformative experience across BFSI, D2C, eCommerce. Poised to leverage deep digital acumen, innovative mindset, and proven leadership in building high-performance teams to drive transformational growth for ambitious organizations.

Expertise: Digital Strategy Consulting | Marketing Technology | Digital Marketing

Impact: \$300M+ ASV influence at Adobe | 2.8X eCommerce growth at ICICI Prudential Life

Innovation: Pioneered 'Analytics as a Service', and Grew 'CXI Practice' from 1 to 10 at Adobe

Industry Acumen: Fortune 500 consulting | Go-to-Market | UI/UX Research | Agile | Consumer Insights

EXPERIENCE

Digital Strategist & Practice Lead | Adobe, Mumbai | 2019 – Present

- Spearheaded digital transformation for many Fortune 500 clients; influenced a total of \$356M revenue by delivering pre-sales POV, carving comprehensive digital marketing strategy, and implementing marketing technology.
- Established and led a global 'Analytics-as-a-Service' practice in 2021 to drive data driven recommendations, which now contributes to over 60% of all DSG engagements, and has improved subscription renewals by 14%
- Led a 4-member 'Customer Experience Index' practice which helps Adobe's clients build frictionless journeys through UX/UI research. This resulted in improved NPS for customers by average 33%, and built a benchmarking repository of over 2800 brands for Adobe Sales teams to use as self-serve
- Headed a cross-functional program 'Holiday Report Insights' in 2022 & 2023 with a team of data scientists, data engineers, product marketers, and solution architects. We delivered benchmarked insights using 1st party data for top retail clients, presenting to C-suite executives (CMOs, CIOs, CDOs), generating a \$11M opportunity pipeline
- Delivered exemplary marketing analytics and digital business assessment services in the following practices from 2019-2021: 'CX Maturity Assessment', 'Personalization Assessment', 'CXI Best Practices', 'Experience Architecture Assessment', and drove bespoke engagements as Digital Strategy Associate and Analyst

Manager, Digital Growth | Bajaj FinServ Direct, Pune | 2018 – 2019

- Architecture, implementation, and measurement of website analytics and personalization tools in its 1 to 10 growth journey. This enabled faster experimentation and feedback to optimize UX across all digital products
- Led product buying user journeys across all digital products, impacting conversion optimization. Uplifts of upto 26% were seen through A/B testing and multivariate testing on loan journeys
- Headed marketing measurement training program for 10+ members of the marketing, product, and business intelligence teams. This enabled the teams to work with a data-driven-operating-model.

Digital Marketing Manager | ICICI Prudential Life, Mumbai | 2016 - 2018

- Ownership of eCommerce for a digital life insurance product impacting policy logins by 280% yoy.
- Launched an online term-health insurance product 'ICICI Pru Heart/Cancer Protect'. Process involved conducting primary research to identify product gaps and emerging opportunities, product development, value proposition, assisted and non-assisted marketing strategy, and go-live on website
- CX Optimization across 'Financial Tools and Calculators', resulting in a 27% boost in 'calculator' conversion rates

- Pioneered content strategy innovations with in-the-moment email marketing, including 'insurance guide' and 'tax' content. This increased visitors on landing page by 1.4X, and contributed to 6% of all online conversions
- Collaborated with marketing agencies to conceptualize, develop, and execute diverse content strategies and campaign materials, driving brand engagement and marketing effectiveness.
- Orchestrated omnichannel digital campaigns (SEO, SEM, Ads, Email) for online term-insurance products while managing campaign budgets, and collaborating with marketing agencies to execute performance marketing
- Led end-to-end implementation of Adobe Analytics across corporate website, eCommerce website, and blog. At the end of the program, a 3-member team was setup to generate weekly and monthly insights for biz optimization



Marketing Intern | Wooplr Technologies Private Ltd, Bangalore | 2015

- Project objective was to increase downloads and engagement of Wooplr app on Android platform
- Created exit intent pop-up to increase new downloads by 6% and chat notifications to increase user engagement by 20%

EDUCATION

Qualification	Institute	Board/ University	Year of Passing
PGDM (Marketing)	T. A. Pai Management Institute, Manipal	TAPMI	2016
B.E. Electronics	A. C. Patil College of Engineering	Mumbai University	2013

ADDITIONAL INFORMATION

Professional Achievements

- Multiple 'Delivery of the Quarter' and 'Innovation Engine' awards at Adobe for outstanding performance
- 'Employee of the quarter' for Q4FY2018-19 in Bajaj FinServ Direct
- 'Outstanding Contribution' award in 2017 & 2018 at ICICI Prudential Life for exceptional business performance

Academic Achievements

- Inducted in the prestigious Special Achievers Club, TAPMI, 2016 for exemplary all-round contribution
- Member, Alumni Relations Committee TAPMI, 2014-16
- Secretary, IEEE Students Forum, Navi Mumbai Chapter, 2011-12

Passion and Hobbies

- Grade 5 Pianist from London College of Music with Distinction, 2022
- Teaching digital marketing and web analytics subjects at various edtech platforms
- Fitness through swimming and strength training

KEY SKILLS

Strategic	Functional	Technical
Team Leadership	Consumer insights	Adobe Analytics
Strong communication	UI/UX Research	Adobe Experience Platform (AEP)
Cross-functional leadership	Digital marketing	Google Analytics
Practice building	Email marketing	Adobe Target
Digital strategy consulting	Marketing technology	Customer Journey Analytics (CJA)