

Contact

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Top Skills

Market Analysis
People Management
Go-to-Market Strategy

Certifications

Academy Accreditation - Generative
AI Fundamentals

Publications

India: Social Platforms and
Behaviour

Amit Kacker

Customer Acquisition Leader | Customer Journey | AJO / CDP |
GoTo Market | Customer Experience
Beaumont Hills, New South Wales, Australia

Summary

Although I accidentally “fell” into Digital Marketing at the University, I was hooked from the start. Fascinated by the interface between the psychology of the customer and the economics of a business or product, I soon learnt when you truly understand your brand and how it fits together with customer needs, that’s when the magic happens.

With 16+ years in marketing, and experience that spans multiple industries, geographies and categories, I have learnt that truly great marketers are adaptable and responsive to change. A great marketer never says, “we’ve always done it this way”. Keeping up with that saying, I have forayed into MarTech and have utilised it to create customer journeys that convert across multiple touchpoints.

Considered the person to “build it or fix it”, I am a results-oriented leader with strong commercial orientation. Developing strategic direction, juggling multiple priorities, meeting ambitious deadlines and navigating challenging environments is where I thrive. I believe that my passion is settling for nothing but the best for my customer is what drives me to achieve greater things.

I am passionate about building, developing and leading successful, motivated teams. I trust and empower my team members and use a consultative approach and leading by example.

My expertise includes:

Marketing strategy, Digital Campaigns and content
MarTech and Customer Journey Optimisation
Building strategic partnerships
Up-to-date knowledge of digital marketing trends
Hands on approach to analytics and problem solving
Employing data-led marketing acquisition strategy for growth
CRM strategy and loyalty program execution, data analysis

Experience

Colonial First State

Associate Director

May 2023 - October 2024 (1 year 6 months)

Sydney, New South Wales, Australia

Led the digital marketing transformation at Colonial First State, optimizing acquisition campaigns by 15% and identifying Cross-Sell opportunities to increase revenue by 10%. Instrumental in setting up MarTech capabilities within the organisation by implementing Adobe CDP and AJO. Transformed digital journeys with strong data-driven insights, ensuring measurable touchpoints for improved customer satisfaction. Applied advanced analytics to improve customer acquisition, retention, and satisfaction, driving strategic growth initiatives at Colonial First State.

Westpac

Senior Manager - Customer Journey Optimisation

December 2020 - April 2023 (2 years 5 months)

Australia

- # Improved digital lead generation for EF portfolio by 80%
- # Partnered with Marketing teams to create marketing strategies and design customer journeys, identify touchpoints and optimise spends by improving on site conversion by 18%
- # Improved site UX by analysing on page analytics and identifying opportunities for optimisation and personalisation.
- # Improved Cashflow Lending top of the funnel by 15% by creating targeted customer journeys
- # Converted offline into digital journey to provide end-to-end customer tracking and reporting
- # Created reports on Campaign performance to identify opportunities for improvement and reduction of Marketing budgets.

OnDeck Australia

Brand and Digital Marketing

October 2019 - December 2020 (1 year 3 months)

Australia

- # Created the Digital Marketing Dashboard for the business to understand the ROI of marketing spends in Digital lead generation

- # Revamped the strategy for SEM campaigns to reduce CPA by 30% and increase revenue by 20%
- # Improved website performance by 80% (site speed, page loads etc.) to improve SEO rankings
- # Worked closely with internal sales teams and identified opportunities to increase website conversion by 15% by improving site UX

DoComeMonday Media

Digital Marketing Consultant

November 2018 - January 2019 (3 months)

Sydney, Australia

Times Network

DGM and Head - Digital and Social Media

July 2017 - July 2018 (1 year 1 month)

Mumbai Area, India

- # Created the Social Media strategy for the entire network that includes 4 Major TV channels (2 General News, 1 Business News, 1 Entertainment) and 1 website
- # Devising strategies for Lead Generation, Traffic / Customer Acquisition, retention and revenue generation
- # Achieved a combined growth of 25% on social media properties of the entire network with individual channels for e.g. Mirror Now growing at 500% on Facebook and ET Now growing at 50% on Twitter
- # Created digital exclusive Videos and other content pieces including creatives as well as articles for channels and website for traffic acquisition and retention.
- # Conceptualised digital only shows across different properties to grow Social Footprint and Engagement
- # Created multiple digital/social media campaigns to increase social visibility of the brand
- # Awarded "Spirit of Times Network" for Outstanding Contribution to Digital Marketing
- # Awarded Most Viral Social Media Campaign by VDONxt Asia for Mirror Now.
- # Increased website traffic by 50% using various Digital Marketing and Social Media channels to improve revenue by 25%
- # Effectively Managed, Mentored and Coached team members (23). Empowered team members across all levels to come up with ideas for content creation or customer retention.
- # Promoted to Deputy General Manager from Senior Manager in a short span 9 months

Star TV Network

Manager - Network Digital Marketing and Analytics

September 2014 - February 2017 (2 years 6 months)

Mumbai Area, India

Successfully improved ROI on Paid Social Campaigns by 18% by effective targeting and media buying

Instrumental in formulating effective social media listening and content analysis that resulted in 20% increase in viewership and the channel GRP points increased by 25%

Created and Executed Digital Marketing Strategies for the biggest entertainment channel of India, Star Plus

Expert at deriving correlations on TV viewing habits and creating causality with TVRs and social media behaviour which resulted in effective campaigns that increased viewership by 15%

Worked on Hotstar, the biggest OTT platform in India, to look at its customer and Digital Marketing Analytics to create actionable insights that increase time viewed on the app

Accenture

Manager Digital and Social Media Consulting

August 2012 - August 2014 (2 years 1 month)

Mumbai

As Consulting Manager in Social Media, I help businesses and clients understand the power of Social Media and Digital Marketing. I look at answering business queries with the use of Social Media.

My work includes building strategies and providing recommendations on the appropriate use of Social Media. We use state-of-the-art tools (Radian6, Sysomos, Meltwater Buzz, SNAP, Brandwatch etc.) to deep dive into the social media chatter and come up with insights and answers for most of clients queries and problems. We also use Text analytics tools like Clarabridge, Lexalytics to make sense of free flowing text from social media data. We also apply advanced statistical techniques and predictive modelling techniques using tools like RapidMminer, SAS BI to further deep dive into Big Data and create actionable Insights for the clients to fully understand and appreciate the powers of Social Media

Key member of the Social Media Centre of Excellence at Accenture, responsible for the development of effective and standardized approaches for

all processes in purview of the CoE. I have been involved in building a Social Media team and hence play a key role in recruiting the team members.

In my short stint till date, I have been fortunate to work with clients from industries like FMCG, Retail, Services, Telecom, Utilities, Energy, Pharma, Automotive and Finance.

Saeso Ltd.

Head of Analytics

July 2011 - July 2012 (1 year 1 month)

As Head of Analytics, I am responsible for using Analytics to create the Social Media Strategies for the clients. My work includes performing a Social Media Audit for a client, defining key metrics and KPIs to measure, deploying and using Social Media Monitoring tools to gather data, providing Actionable Insights from the data.

Media Managers Group

Social Media Manager

April 2012 - June 2012 (3 months)

Bedford

Formulate a Digital Strategy for the client to enter the financial services market.

Use various SMM tools to research and investigate the current market.

Perform Social Media Audit / Competitor Benchmarking to understand the digital offerings in the financial services sector related to the client's product.

Identify key platforms to engage and layout the content strategies for each.

The Conversation Group

Digital and Social Media Analyst

May 2010 - May 2012 (2 years 1 month)

London, United Kingdom

Business consultancy focussing on social media - maximising the value of SM for internal comms, revenue growth, CRM and brand building.

Working with a key player in the travel industry to implement the Social Media Strategy across Europe. Analysing the online data to provide insights, best practice sharing and driving innovation in nine countries working with Social Media front-line personnel

University of Edinburgh Business School

Student - Master of Business Administration
September 2008 - February 2010 (1 year 6 months)

Masters of Business Administration (MBA)

Undertaking MBA at a top Business School to broaden business knowledge and sharpen existing skills. Focus on Marketing and Strategy.

Tayburn

Summer Intern

July 2009 - September 2009 (3 months)

Analysis of the branding done by Tier 2 & 3 food brands in the UK.

Looking at best practices related to online community development in the FMCG sector

Penza Tanning Industries

Market Researcher

October 2002 - October 2003 (1 year 1 month)

Investigate market activity pertaining to leather tanning

Analysing the data based on secondary market research

Carried out research on buying behaviour and assessing future trends

Education

University of Edinburgh Business School

Master of Business Administration - MBA, Strategy and Marketing

· (September 2008 - December 2009)

Indira Gandhi National Open University

Bachelor's degree, Computer Science · (2007)

Activity

06/29/2025, Viewed by Koushika Krishnan