

Neelak Ghosh

Gurgaon

☎ (+91) 9320111266 | ✉ neelakghoshwork@gmail.com | 🌐 www.neelak.dev | 💧 LiquidDazee | 🌐 neelakghosh

"Strive not to be a success, but rather to be of value."

Summary

Strategic Technology & Marketing Leader with a B.Tech in Computer Engineering and an MBA in Marketing, specializing in bridging the gap between complex technical infrastructure and high-growth business objectives. Proven track record in salvaging stalled high-priority development projects, delivering a 60-week backlog in just 14 weeks through rigorous stakeholder alignment and technical oversight. Expert in managing high-scale digital ecosystems, including \$1,000–\$2,000 daily ad spend across global markets while maintaining a >1.5x ROAS. Proficient in leveraging Python, SQL, and CRM integrations to automate workflows, optimize data-driven decision-making, and drive measurable improvements in customer acquisition costs.

Experience

BuzzParade

Mumbai, Maharashtra

PROJECT MANAGER

Mar. 2025 - Present

- Requirements Engineering & Stakeholder Alignment: Lead requirement gathering sessions to translate complex stakeholder needs into comprehensive Business Requirements Documents (BRDs) and technical specifications for development teams.
- End-to-End Project Lifecycle Management: Direct project planning, budgeting, and resource estimation to ensure the successful, on-time delivery of digital products and system implementations.
- Process Optimization & Scalability: Conduct in-depth system and data analysis to identify operational bottlenecks, resulting in scalable technical solutions that enhance organizational efficiency and reduce costs.
- Strategic Integration & Vendor Management: Collaborate with external partners to perform gap analysis on API documentation and technical integrations, ensuring seamless system interoperability.
- Client Success & Experience Strategy: Foster strong relationships with client teams through dedicated training and support, while identifying strategic initiatives to improve the end-to-end customer journey.
- Accelerated Project Recovery: Lead recovery of a high-priority development project that had been stalled for 60 weeks prior to takeover, successfully navigating technical debt and stakeholder misalignment to achieve full delivery within 14 weeks, by using Agile methodology and enforcing regular sprints.

Enclave Advisory

Mumbai, Maharashtra

MARKETING AND TECHNOLOGY MANAGER

Jul. 2024 - Feb. 2025

- Brand Development and Identity Creation: Played a pivotal role in establishing Enclave Advisory's brand identity from the ground up. Led the creation of the logo, branding guidelines, brochures, and business cards, ensuring a cohesive and professional image across all platforms.
- Website Design and Launch: Directed the design and development of Enclave's website, focusing on user experience, functionality, and seamless integration with digital marketing tools.
- Digital Marketing and Strategy Execution: Designed and implemented digital and social media marketing campaigns to expand Enclave's reach and engage key demographics, with a special focus on NRI clients. These campaigns reduced CPL by upto 40%.
- Salesforce CRM Implementation: Directed the development team on curating a customized CRM that is best suited for the company model, enhancing team efficiency and data accessibility.
- Technology Integrations: Oversaw the integration of multiple technology systems, including CRM, dialer, WhatsApp and e-mail and data analysis tools, optimizing workflows and data-driven decision-making.
- Data-Driven Strategy: Established CRM integration with data analytics tools to streamline workflows and enhance insights for informed decision-making.

Media.Net

Mumbai, Maharashtra

SR ASSOCIATE CAMPAIGN MANAGER

Jun. 2022 - Jun. 2024

- High-Scale Campaign Optimization: Orchestrated end-to-end digital marketing campaigns for 8 websites with daily spends of \$1,000–\$2,000, consistently maintaining a >1.5x ROAS through rigorous data analysis and ad performance modeling.
- Dashboard Creation and Trend Analysis: Developed and maintained comprehensive analytics dashboards to track key performance indicators (KPIs). Identified trends and insights through detailed data analysis, translating them into actionable strategies that significantly improved campaign performance.
- Ad Performance Optimization: Conducted in-depth ad performance and pattern analysis, creating and implementing data-driven strategies to enhance ad targeting and increase overall campaign effectiveness, increasing ROAS in the range of 50-100% as well as keeping volumes high.
- P&L Responsibility: Held profit and loss responsibility for assigned accounts in the US market, analyzing financial data and campaign metrics to inform strategic decisions and ensure profitability.

Reliance Jio

Mumbai, Maharashtra

MARKET RESEARCH INTERN

May. 2021 - Sep. 2021

- Delivered comprehensive research and actionable recommendations on the Indian gaming market, enabling Jio Games to enhance its competitive strategy.
- Enhanced analytical capabilities and gained deep industry insights, contributing to data-driven strategic planning in the gaming sector.

PricewaterhouseCoopers

Mumbai, Maharashtra

DEVOPS INTERN

May. 2020 - Jun. 2020

- Implemented efficient data processing workflows with AWS Glue and Lambda, and delivered accurate data analysis to support client objectives.
- Developed strategic Go-To-Market insights with Alteryx and PowerBI, and played a key role in client digital transformation, optimizing operational efficiency.

Mahanagar Gas Ltd

Mumbai, Maharashtra

APPLICATION DEVELOPER INTERN

May. 2018 - Jun. 2018

- Developed and integrated an in-house Android application with the company database, enabling real-time data access.
- Successfully deployed the application, significantly improving operational efficiency and organizational performance.

Skills

Languages C, C++, Python (Numpy, Pandas, Seaborn), Java, C#, SQL, HTML, CSS, JS

Marketing Brand Development, Digital Campaign Management, Market Analysis, Efficient Communicator, Strategic Thinker

Marketing Tools Google Ads, Google Analytics, Facebook Ads

Tools & Platforms Salesforce CRM, Google Ads/Analytics, JIRA, Slack, GitHub.

Data Techniques Data Cleaning, Data Mining, Data Visualization, Data-Driven Decision Making

Self-Hosting Docker, Cloudflare Tunnels, Raspberry Pi, Linux

Education



B.Tech.

Aug. 2017 - Apr. 2022

SVKM's NMIMS

Mumbai, India

Specialization in Computer Engineering



MBAtech

Aug. 2017 - Apr. 2022

SVKM's NMIMS

Mumbai, India

Major in Marketing, Minor in Business Intelligence Analytics

Technical Projects & Open Source

Neelak-News

AUTOMATED CYBERSECURITY INTELLIGENCE PLATFORM

Engineered a self-hosted, end-to-end news engine using Docker and Cloudflare Tunnels on a Raspberry Pi, utilizing Make.com and AI-driven editorial triage to automate the ingestion, sanitization, and publishing of threat intelligence to a monetized WordPress platform.

Socbet Discord Bot

SPORTS BETTING AUTOMATION

Streamlined Python and SQL-based bot integrated with Bet365 APIs for real-time access to betting odds, enhancing user betting experience.

Covid 19 Data Exploration

PANDEMIC ANALYSIS

Explored COVID-19 data with MySQL and Tableau, providing accessible visualization for informed decision-making.

gARphics

AUGMENTED REALITY VISUALIZATION

AR application using C and Unity for immersive data exploration and communication in virtual environments.

Entrepreneurial Experience

3D Printing as a Service

FOUNDER & LEAD TECHNICIAN

- Production & Workflow Management: Established a small-scale additive manufacturing operation utilizing a Sovol SV06 Ace and Klipper firmware, managing the end-to-end production of custom 28mm miniatures and tabletop terrain.
- Technical Optimization: Configured and maintained high-performance firmware and hardware, optimizing print speeds and material usage to ensure consistent quality for diverse client requirements.
- Business Operations: Directed all aspects of the micro-venture, including product pricing, client communication, and fulfillment strategies, demonstrating a proactive approach to technical problem-solving and service delivery.