

DEEPTANSHU SHARMA

Growth & Performance Marketing Leader | Multi-Region P&L Owner | 0→1→10 Market Architect
contact@deeptanshusharma.com | +91-9691-773-616 | linkedin.com/in/deeptanshusharma | deeptanshusharma.com
Bengaluru, India | Immediate Joiner

EXECUTIVE SUMMARY

Growth & Performance Marketing Leader with **9+ years** scaling markets from zero to multi-crore ARR across India, APAC, EMEA, and US — spanning 13 industries. Deep expertise in full-funnel performance marketing, funnel architecture, MMM/MTA, multi-region P&L ownership. Built and led teams of up to **41 members**, managed large-scale budgets, presented strategy to Founders and C-suite, and contributed to multi-crore revenue outcomes across multiple clients and markets. Targeting **Head and Director level roles** across Performance Marketing, Growth Marketing, Digital Marketing, and Product Marketing.

INDUSTRIES SERVED

AdTech · Automotive · Beauty & Wellness · Consumer Mobile Apps · D2C & E-Commerce · EdTech · FinTech & Stock Markets · FMCG · Healthcare · Home & Furnishing · Real Estate (Rental & Buy/Sell) · Retail · SaaS & B2B Tech

CORE COMPETENCIES

Strategy & Growth: Growth Strategy & Market Expansion (0→1→10) | Marketing Strategy | Digital Marketing Strategy | Performance Marketing Strategy | Integrated Marketing | Inbound & Outbound Marketing | P&L Ownership & Budget Management | Go-to-Market (GTM) Strategy | Product Launch & Market Entry | Product-Led Growth (PLG) | B2C Marketing | D2C Marketing | B2B Marketing | Brand Marketing | Competitive Analysis & Market Research | Positioning & Messaging | Buyer Persona Development | Demand Generation & User Acquisition | Full-Funnel Performance Marketing | Funnel Architecture & Framework Design | Pipeline Generation & Sales Enablement

Paid & Performance: Paid Search (SEM / PPC) | Paid Social (Google, Meta, Facebook Ads, Instagram, LinkedIn, TikTok) | Digital Advertising | Campaign Management | Performance Max (PMax) | Programmatic Advertising (DV360, CM360, SA360, GA360) | Remarketing & Retargeting | Mobile Marketing | Video Marketing | App Store Optimisation (ASO) & Mobile Growth | SEO — Technical, On-Page, Off-Page & Local | Conversion Rate Optimisation (CRO) | Creative Testing Framework | Email Marketing & Automation | Content Marketing | Social Media Marketing | WhatsApp Marketing | Influencer & Affiliate Marketing | Account-Based Marketing (ABM) & Lead Generation | Marketplace Advertising (Amazon, Flipkart, Myntra, IndiaMart, Clutch, G2)

Analytics & Science: Marketing Mix Modelling (MMM) & Multi-Touch Attribution (MTA) | Advanced A/B Testing & Experimentation | DAU / WAU / MAU Analysis | Market Segmentation & Targeting | User Lifecycle Management | User Onboarding & Feature Adoption | Lead Nurturing & Pipeline Management | Customer Journey Mapping | Customer Lifetime Value (LTV/CLV) Optimisation | Voice of Customer (VoC) | Data Analytics & Marketing Analytics (GA4, Google Analytics) | Retention Marketing & Lifecycle Management | North Star Metric Framework

Leadership & Operations: Annual Marketing Planning & Budget Cycle Management | Digital Transformation | Revenue Operations (RevOps) | Marketing Operations | Team Management & Leadership | Media Planning & Buying | OKR Framework Design & Team Goal-Setting | ROI Optimisation | Stakeholder Management & Executive Reporting | Agency & Vendor Management | Marketing Automation & CRM Architecture | AI-Powered Marketing & GenAI Automation

PROFESSIONAL EXPERIENCE

BrightChamps — Brightchamps Tech Pvt. Ltd. (EdTech Platform) Mar 2025 – May 2026 | Bengaluru
Senior Performance Marketing Manager — Regional Vertical Lead, India · SEA · ANZ
Individual Contributor | Reporting to SVP of Marketing | Full P&L Ownership across 3 Markets

- Scaled India ₹0→₹9Cr ARR (5 months), SEA ₹23Cr→₹31Cr ARR (9 months), and ANZ ₹0→₹3Cr ARR (3 months) — all 3 markets achieved positive contribution margin after sales, marketing, demo, tech, and operations cost.
- A/B tested landing page: **21% LPV-to-Demo** conversion vs company benchmark of 5.6% — grew India **ROAS progressively from 0→1.8→2.5→2.9→3.5→4+** through systematic funnel optimisation, audience refinement, and LQS/LQV implementation.
- Diagnosed critical lead leakage: of **16,000 leads** generated, only 7,800 reaching CRM — led overnight RCA with tech team, recovered **8,000+ leads**, increasing active sales pipeline by 51%.
- Managed large-scale monthly ad budgets across 3 regions — maintained positive ROAS MoM and optimised media mix across paid search and social channels.
- Reduced **CAC by 52%** in India and 19% in SEA; optimised **CPL by 64%** in India, 46% in SEA, and 21% in ANZ — cut bad lead rate from 28–32% down to 1–2% across all markets through audience, channel, and placement optimisation.
- Reduced Cost Per Deal (CPD) by **65%** in India, 32% in SEA, and 37% in ANZ through funnel optimisation, audience refinement, and landing page improvements.
- Built and owned MTA attribution models and CAPI (Conversions API) integration — interpreted MMM reports for cross-regional budget allocation decisions; ran incrementality tests, geo-lift studies, and brand lift experiments via Google and Meta.
- Implemented Value-Based Bidding frameworks, creative testing systems, in-depth geo and demographic research, customer profiling, and channel profiling across India, SEA, and ANZ.
- Owled annual marketing planning and quarterly budget cycle across India, SEA, and ANZ — aligned cross-functional teams (Sales, Product, Tech) without formal authority; influenced pipeline alignment, lead handoff standards, and revenue attribution tracking.
- Designed OKR framework and monthly KPI dashboards — exceeded monthly KPI targets by 20–30% consistently across **10 of 14 months**; presented regional growth strategy and budget allocation to SVP of Marketing and Founders, directly influencing investment decisions.

9MediaOnline — Innovate Networks (Performance Marketing & AdTech Agency)

Sep 2023 – Jan 2025 | Bengaluru

Key Clients: boAt · Tanishq · GIVA · Blue Tokai · EM5 · MoonShine · BedThreads · Fortis Healthcare · Bounce · Jubilant Motorworks · Jashanmal · Sobha Realty · Total Environment · Prestige · Brigade · MRF · Kalyani Steels · G19 Studio

Senior Marketing Manager | Mar 2024 – Jan 2025

- Built and led a team of 8 across performance marketing, content, and design — drove **30+ campaigns** on substantial monthly budgets across D2C, Healthcare, Automotive, and Real Estate via CTV/OTT, DOOH, social, and programmatic; secured 10–15% cost efficiencies via PG deal negotiations on Disney+ Hotstar, Amazon Prime, JioCinema, and SonyLIV.
- Scaled app installs from **10K→400K** within 60 days via UAC campaigns — simultaneously grew sign-ups from 3,800→240K, a **63× growth** in user acquisition.
- Achieved **55% CRO improvement** in 45 days across client landing pages — reduced development cost by ~30% via reusable component architecture.
- Grew AOV by **52%** for Australia-based D2C clients (A\$26→A\$39.49) and **93%** for Canada-based D2C clients (C\$15→C\$28.99) within 2 months — increased LTV by 20–38% through retention programs, reducing CAC by 14–21% across brands.
- Increased real estate SQL rate from **34%→52%** in 4 months through intent-based targeting, lead qualification frameworks, and landing page optimisation.
- Drove **140% increase** in healthcare local call enquiries and appointment bookings through geo-targeted paid search and local SEO.
- Engineered industry-specific performance funnel frameworks across 5 verticals — Real Estate (8 stages: CPM→Site Visit→Purchase Qualified→Closed), D2C (8 stages with cart abandonment loop), EdTech (3 distinct buyer journeys: Direct Buy, Webinar-Led, Lead Gen via LP), Healthcare, and Automotive — each with separate campaign structures, bid strategies, and creative logic.
- Campaigns contributed **₹8Cr** in revenue for a leading EdTech client within 6 months through full-funnel strategy across all 3 EdTech buyer journey architectures simultaneously.

Senior Performance Marketer | Sep 2023 – Mar 2024

- Generated **300+ organic inbound leads** (190+ publishers, 110+ advertisers including 21+ seven-figure brands) through SEO-led demand generation.
- Scaled organic website traffic by **10× (1,000%)** in 140 days via technical SEO, content optimisation, and intent-based keyword targeting.
- Revamped blog architecture — drove **14,000% growth** in impressions and 900% CTR increase within 40 days using AI-assisted content pipelines.
- Built email automation achieving ~50% open rates and ~20% CTR — significantly above industry average of 21% open rate and 2.5% CTR — converting ~5% of leads to qualified pipeline.

Colive — Colife Advisory Pvt. Ltd. (PropTech & Real Estate Platform)

Mar 2023 – Jul 2023 | Bengaluru

Digital Marketing Manager | Reporting to Head of Marketing

- Grew marketing-attributed ARR from **₹19.2Cr→₹27.6Cr** within 5 months across Colive (co-living rental platform) and PropEx (real estate buy/sell marketplace) through paid search, display, and performance campaigns.
- Led a team of 13 — inherited 10 members and made 3 direct hires (Marketing Lead, Social Media Manager, Content Writer).
- Generated **24,000+ leads** (19,000+ unique) via Rental Search campaigns for Colive co-living platform — reduced CPL by ~70%.
- Managed significant paid media investment for 40+ PropEx buy/sell real estate projects — generated **11,000+ leads**; secured Top 3–20 SERP rankings for 17 of 25 projects within 21 days via keyword clustering and local SEO.
- Built B2B acquisition pipeline (350+ partner sign-ups, 30+ partnership deeds) and managed end-to-end affiliate and micro/macro influencer programs independently — sourced, negotiated, contracted, and tracked performance across all three programs independently.

Apps10x (Consumer Mobile Apps Studio)

Mar 2022 – Feb 2023 | Bengaluru

Digital Marketing & ASO Manager | Reporting to Founder

- Muzio Player: Achieved and maintained **#1 global rankings** for 'Offline Music Player' and 'Offline MP3 Player' — scaled daily downloads from 45K→75K+/day, growing total installs from **69M to 100M** in 7 months — all organic, zero paid.
- SCANit: Secured **Top 5 global rankings** for 'Cam Scanner' and 'Document Scanner' within 3 months — grew from near-zero to **100K installs** in 105 days through organic ASO only, in a category dominated by globally established players.
- Hired and led a team of 2 while owning full ASO and SEO strategy across the app portfolio.
- Developed phased ASO keyword strategy from zero — targeted mid-competition terms first to build ranking authority, then scaled to primary high-volume category terms — securing Top 5 global rankings in categories where global incumbents held dominant rankings.
- Sole owner of both app products (~\$1M ARR base) — contributed to **~20% revenue growth** through ASO-led install scaling, DAU/WAU/MAU improvement, and A/B testing of ad placements and formats; company's only revenue source was in-app advertising across both apps.

SKW Investment Advisor — Garuda Finance (FinTech & Investment Advisory)

May 2019 – Dec 2021 | Bengaluru

Founding Marketing Member | Reporting to CEO

- Joined as 4th employee — built the entire marketing function from scratch; scaled business from ₹0 to **multi-crore ARR** within 2 years as sole owner of marketing strategy and revenue growth.
- Hired and built a team of 35; managed and led a **41-member** sales and marketing team across lead generation, SEO, paid ads, and automation.
- Evaluated, selected, and onboarded the company's complete MarTech stack with no prior infrastructure in place — CRM, automation, SEO tools, analytics, and paid media platforms.
- Owned full annual marketing plan, go-to-market calendar, and budget allocation cycle — set quarterly revenue targets, defined channel mix, and presented roadmap directly to CEO.
- Managed substantial annual ad budgets achieving **5× ROAS** and generating **14,000+ leads monthly** across multi-regional campaigns.
- Identified internal client data leakage risk at Garuda Finance — implemented Spark and number masking across all calling and messaging, established a random call and message audit team, and integrated a hardware input notification system to HR capturing device name, person name, and screenshot for complete accountability.

- Achieved **145% quarterly increase** in organic traffic; promoted twice in 2.5 years: Digital Marketing Executive → Sr. Digital Marketing Executive → Digital Marketing Specialist.

Systos Technology (Digital Marketing Agency)

Apr 2017 – Apr 2019 | Indore

SEO Executive | Reporting to Senior Digital Marketing Manager

Key Clients: Indore Taxi · ScrapMyCAR · Bhartiye Clinic · Acropolis Institute · Tamraakar Jewellers · Tirupati Travels · Sony Electronic Store (Indore Region) · Sky Eleven Salon

- Managed SEO for 20+ domestic and international clients — improved rankings from Page 2–3 to Page 1; drove 20–30% quarterly organic traffic growth; managed paid campaigns and eCommerce accounts on Amazon, Flipkart, Google Ads, and Myntra.

KEY ACHIEVEMENTS

Revenue

- Built 5 markets from zero to revenue across 3 countries — each reaching positive contribution margin after all operating costs including sales, marketing, demo, tech, and operations.
- Engineered 3 simultaneous EdTech funnel architectures (Direct Buy, Webinar-Led, Lead Gen) for a single client — campaigns collectively contributed to **₹8Cr** revenue within 6 months.
- Grew Colive ARR by **44%** in 5 months while managing two completely separate businesses at once — rental platform and buy/sell marketplace — with one team.
- Apps10x: Only marketer across both app products on a 100% ad revenue model — every rupee of company revenue directly tied to installs and active users driven entirely through organic ASO and ad format optimisation.

Growth

- UAC campaign for a mobility client — **10K to 400K installs** in 60 days while sign-ups simultaneously grew 63× from 3,800 to 240K; install and activation funnels built and owned separately.
- SCANit achieved Top 5 global rankings from absolute zero within 3 months using phased keyword strategy — **100K installs** in 105 days competing against globally dominant apps in one of the most saturated Play Store categories.
- Grew SEA ARR by **35%** while simultaneously reducing CPL by 68% — revenue growth and efficiency improvement delivered together, not traded off.
- Built 9MediaOnline's inbound pipeline from zero — organic SEO and content engine attracted **21+ seven-figure brands** inbound without a single rupee of paid acquisition spend.

Efficiency

- Achieved **4+ ROAS** in India market through LQS & LQV framework implementation — reduced CAC by 52% and CPL by 64% without denting conversion rate or ATS.
- Reduced Cost Per Deal by **65%** in India, 32% in SEA, and 37% in ANZ — all 3 markets simultaneously, through funnel optimisation and audience refinement.
- Achieved **5× ROAS** at SKW generating 14,000+ leads monthly — sustained consistently across 2+ years on substantial annual budgets.

Problem Solving

- Built agile funnel frameworks and cross-functional SOPs across SKW, 9MediaOnline, and BrightChamps — standardised execution processes across marketing, sales, and ops teams, significantly improving team productivity and reducing turnaround time.
- Templatised performance and operational reports across multiple companies — later automated end-to-end saving significant team bandwidth and eliminating manual reporting effort entirely.
- Fixed and rebuilt CRM lead flow stages across 9MediaOnline, Colive, SKW, and BrightChamps — restructured pipeline stages for funnel visibility, added remark frameworks for sales accountability, built pipeline projection models, designed stage-wise nurture strategies, and identified and resolved bottlenecks across the lead-to-revenue journey.

AI TOOLS & PERSONAL PROJECTS

Built 7+ AI-powered marketing tools including WhatsApp chat agents, conversational ad reporting bots, CRM pipeline builders, and email automation systems — full portfolio at deeptanshusharma.com.

TOOLS & TECHNOLOGY STACK

Advertising & Paid Media: Google Ads · Meta Ads Manager (Facebook Ads · Instagram Ads) · LinkedIn Campaign Manager · TikTok Ads · YouTube Ads · Taboola · The Trade Desk · Amazon Ads · Flipkart Ads · Myntra Ads · AppsFlyer · SA360 · DV360 · CM360 · PubMatic · GA4 · GA360 · Google Analytics

SEO & ASO: Ahrefs · SEMrush · SensorTower · AppTweak · Google Search Console · Screaming Frog · SpyFu

CRM & Marketing Automation: HubSpot · LeadSquared · Mailchimp · Smartlead.ai · Apollo.io · CleverTap · Hotjar · Zapier · N8N

Design & Development: React · Next.js · WordPress · Webflow · Wix · Framer · Canva · Figma · Vercel

AI Platforms: ChatGPT · Claude · Gemini · Grok · Google AI Studio · ElevenLabs · Kling AI · HeyGen · Bolt

Project & Reporting: Jira · Asana · Looker Studio · Pathmatics · Meta Business Suite · Similarweb · Mixpanel · Power BI · Tableau

CERTIFICATIONS

Google Ads Certified (Search, Display, Video, Shopping) · Meta Blueprint Certified · Microsoft Advertising Certified Professional · HubSpot Marketing Hub Certified · LinkedIn Marketing Solutions Certified

EDUCATION

B.Tech in Computer Science · Janardan Rai Nagar Rajasthan Vidhyapeeth · 2012 – 2016