



# VISHAL GUPTA

Head – Digital Marketing | Growth & Product Marketing Leader  
Preferred Locations: Bengaluru



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## OBJECTIVE

Marketing Leader with experience in driving business growth through innovative digital strategies, performance optimization, and customer-centric product marketing. Pursuing a challenging role to leverage expertise in driving data-driven marketing initiatives, scaling customer acquisition, and aligning go-to-market strategies with business objectives, while leading high-impact teams in a dynamic, growth-focused organization.

## EDUCATION

2015

PGDM in Marketing and Finance from Great Lakes Institute of Management, Chennai

2011

B.Tech. in Electronics and Communication from Institute of Engineering & Emerging Technologies, Baddi

## TECHNICAL SKILLS

- Google Analytics 4 (GA4)
- Firebase
- CleverTap
- Zoho CRM
- Mixpanel
- Redash
- Microsoft Clarity
- SQL (Basic)
- Google Sheets
- Google App Scripts

## SOFT SKILLS

- Collaborator
- Communicator
- Creative
- Critical Thinker
- Problem Solver
- Team Leader

## PROFILE SUMMARY

- Possess **nearly 10 years** of extensive experience in **digital marketing**, focusing on **product and growth marketing** across diverse sectors such as **AgriTech, Fintech, and E-Commerce**, showcasing a proven track record of delivering impactful results.
- Currently working as Head, Digital Marketing & Brand at Ninjacart, **spearheading strategic initiatives aimed at amplifying brand visibility and fostering user engagement through innovative campaigns.**
- Expert in **scaling user acquisition, conversion, and retention** through full-funnel marketing, omnichannel campaigns, and data-driven decision-making.
- Displayed exceptional leadership skills by promoting collaboration among diverse teams, **ensuring the successful execution of integrated marketing strategies** that align with business objectives.
- **Championed initiatives that led to a remarkable surge in organic traffic** and improved user engagement metrics, showcasing the effectiveness of strategic digital marketing efforts.
- Skilled at **leading cross-functional teams, managing multi-million-dollar budgets, and aligning marketing strategies** with business goals to maximize ROI.
- Spearheaded **growth marketing** frameworks using **data-driven experimentation, funnel analysis, and conversion rate optimization** to accelerate user acquisition.
- **Led cross-functional Product Marketing Teams** to launch and scale digital products, crafting **go-to-market strategies, positioning, and competitive intelligence.**
- Extensive experience in **product positioning, messaging, and competitive analysis**, with a strong capability to translate customer insights into impactful marketing strategies that resonate with target audiences and drive product adoption.

## CAREER TIMELINE (RECENT 3)



## CORE COMPETENCIES

- Digital Marketing Strategy
- Stakeholder Management
- Customer Acquisition & Retention
- SEO/SEM Strategy
- Market Segmentation
- Product Marketing
- Go-To-Market (GTM) Strategy
- Revenue Growth & ROI Optimization
- Brand Strategy & Management
- Performance Marketing
- Omnichannel Campaign Management
- Growth Marketing & Experimentation

## ACHIEVEMENTS

- **Increased customer base by 50%** in key markets using persona-based acquisition campaigns.
- **Halved CPA to ₹156** and **scaled onboarding in Pune by 10x** for Ninja Kirana.
- **Revamped website UX** leading to 200% growth in organic traffic and 35% drop in bounce rate.
- **Increased referrals by 14%** through automated referral programs (WhatsApp APIs & Google Sheets).
- **Led Samsung S6 launch SEM campaign** with impressive 22% CTR.
- **Launched ripemoments.com** from scratch with 12% Month 1 CM3 profit.

## WORK EXPERIENCE

### Dec 2022 – Present | Head, Digital Marketing & Brand | Ninjacart, Bengaluru

#### Key Result Areas:

- Establishing and evolving the long-term digital marketing vision and roadmap aligned with overall business objectives and customer needs.
- Determining the optimal marketing channel mix (paid, earned, owned) to achieve growth targets across B2B/B2C segments.
- Architecting and spearheading end-to-end customer lifecycle marketing strategies from acquisition through retention and reactivation.
- Monitoring market trends, competitor positioning, and emerging technologies to identify growth opportunities and potential threats.
- Acting as the primary marketing liaison to C-suite stakeholders, translating marketing metrics into business outcomes and board-level insights.
- Representing the company at industry events, in media, and through content to build thought leadership and market authority.
- Leading CRM and lifecycle marketing initiatives to enhance user engagement, retention, and upsell opportunities.

#### Highlights:

- Led the ₹5 Cr #BetterLives rebranding campaign, increasing brand awareness by 11%, acquiring ~2,000 high-LTV users (₹30,000), and achieving a video reach of 91Mn with 7.5% completion rate and 2.5% CTR.
- Defined brand and product strategies via user research, persona development, and messaging framework design.
- Reduced CAC for Ninja Mandi from ₹5,000 to ₹650 using retargeting, digital-led sales, and benefit-led marketing.
- Achieved ₹8 CPI and 85% relevancy for Ninja Kisan; boosted DAUs by 28% with personalized engagement initiatives.
- Launched loyalty and referral programs (Elite Card), growing trader acquisition 5x and onboarding speed 3x.
- Drove storytelling and engagement through influencer marketing and content strategy.
- Hosted Traders Meet events across key markets, increasing product usage by 33% and referrals by 10%.
- Built drip campaigns for Ninja Global; current open rate at 15% (target 20%).
- Implemented CRM systems (Zoho), optimizing lead workflow for Ninja Mandi & Tech Ventures.
- Spearheaded agency partnerships (Publicis, NextLabs, NeoDesynz) for SEO, ASO, and rebranding.

### Mar 2022 – Sep 2022 | AVP – Product & Business Intelligence | Hirect, Bengaluru

#### Highlights:

- Collaborated with Data Science and Analytics Teams to develop advanced audience targeting and personalization strategies.
- Established KPIs, dashboards, and reporting frameworks to monitor performance across all marketing functions.
- Improved operational efficiency by 30% through targeted process optimization.
- Devised and implemented a monetization model generating ₹60L in monthly recurring revenue.
- Launched affiliate channels with \$2 CPA (Applicant) & \$12 CPA (Recruiter).
- Led an influencer-driven campaign, resulting in 10Mn+ impressions.

### Apr 2021 – Mar 2022 | Digital Marketing Manager | Avail Finance, Bengaluru

#### Highlights:

- Maintained COA at ₹329 while scaling acquisition.
- Increased DAU by 12% through automated engagement and retention journeys.

### Dec 2018 – Apr 2021 | Digital Marketing Manager | Vakilsearch, Chennai

#### Highlights:

- Boosted sales by 22% via marketing automation and enhanced lead gen strategies.
- Contributed to becoming a top company registration vendor, accounting for 10% of India's total registrations.
- Maintained COA of ₹450 for core gateway services.

### Apr 2018 – Nov 2018 | Digital Marketing Manager | IIFL Home Loans, Gurugram

#### Highlights:

- Developed alternative digital channels contributing 10% of the total loan book.
- Launched an internal sales contest, increasing loan disbursements by 12% during the campaign period.

## PREVIOUS EXPERIENCE

### Sep 2017 – Apr 2018 | Product Manager | Yes Bank, Mumbai

### Feb 2016 – Sep 2017 | Deputy Manager – Marketing | IIFL Home Loans, Gurugram

### Aug 2015 – Feb 2016 | Campaign Manager | Interakt Digital Solutions, Chennai

## PERSONAL DETAILS

Address : Bengaluru – 560068, Karnataka  
Date of Birth : 14<sup>th</sup> November 1989  
Languages Known : English and Hindi