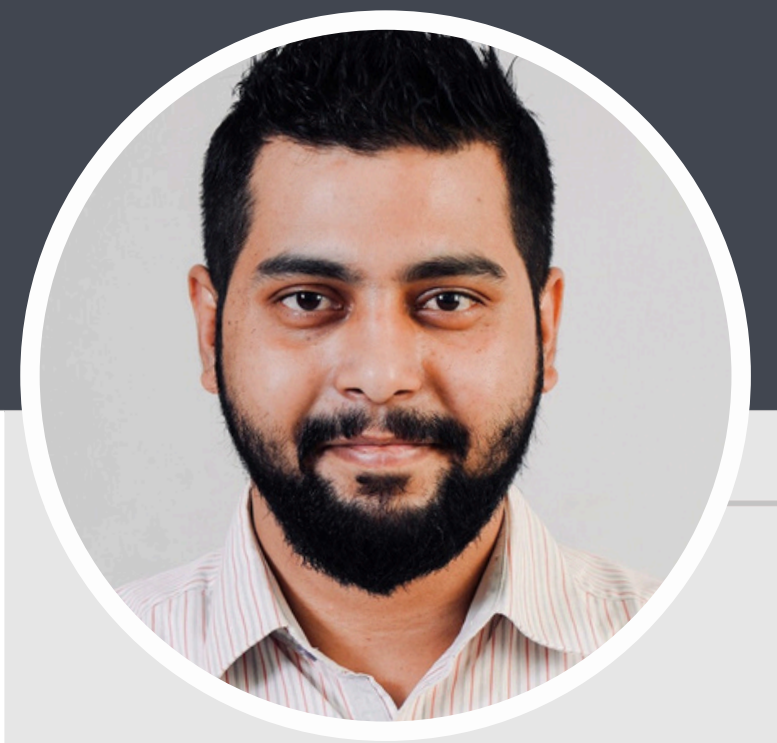


Ankit Chauhan

AI Tools, Expert, Performance Marketing, Brand Building, Digital Transformation, Business Growth Professional



AN OVERVIEW

Possesses 14 years and 7 months of experience

- Executive Education in Marketing & AI for Leaders, **Indian Institute of Management, Calcutta**
- B. Tech (Electronic & Communication) from **St. Margaret Engineering College, Rajasthan**

Strategic and growth-focused digital transformation leader with experience in digital marketing, brand building, performance marketing, and e-commerce consulting. Currently leading GrowBiz and EBiz India as Director, driving large-scale business growth initiatives, enterprise tech stack setups, and data-driven marketing architectures for top-tier brands like Biba, Jaipur Kurti, Himalaya Wellness, Dabur, KGK Realty and Kia Motors. Adept at scaling multi-channel strategies through innovation, data analytics, and agile execution.

Experience

Dec 2023 - present

Director, CEO

GrowBiz Digitech Pvt. Ltd. | EBiz Hitech Pvt. Ltd.

Key Result Areas (KRAs): GrowBiz Digitech Pvt. Ltd.

1. New Client Acquisition & Retention

- Identify and onboard new clients through outbound consulting, thought leadership, and referrals.
- Implement client success programs, quarterly reviews, and cross-selling strategies to maximize lifetime value.

2. Strategic Leadership & Growth Planning

- Develop and implement digital transformation roadmaps and growth blueprints for clients across diverse sectors.
- Establish vision, goals, and execution plans for the company's long-term positioning in the performance marketing industry.

3. Client Consulting & Business Development

- Act as Consulting Partner to CXOs and decision-makers of leading Indian and global brands.
- Design and pitch scalable solutions aligned with client KPIs like ROAS, CAC, LTV, etc.

4. Enterprise Tech & Data Architecture

- Lead the design and integration of enterprise-wide tech stacks (CRM, CDPs, BI tools, automation platforms).
- Oversee data strategy including attribution modeling, audience segmentation, and actionable dashboards.

5. Performance Marketing Execution

- Drive cross-platform media planning and campaign execution across Google, Meta, LinkedIn, Programmatic, Native Ads.
- Continuously optimize campaign performance using a "Proof of Concept" based agile methodology.

6. Team Leadership & Training

- Head a multi-location team of marketing, analytics, tech, and creative professionals across India and Dubai.
- Set SOPs, define SLAs, run performance reviews, and drive a culture of innovation and experimentation.

7. Thought Leadership & Brand Positioning

- Represent GrowBiz at industry forums and digital summits.
- Build and grow strategic partnerships with global technology platforms and marketplaces.

Personal Info

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Phone

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E-mail

ankitchauhan87@live.com

Date of Birth

12 Nov 1987

Skills

- AI Tool Expert
- Generative AI
- Performance Marketing Strategy Development
- Data-Driven Decision Making
- Budget Planning & Pacing
- Paid Social (Meta, LinkedIn, TikTok, X)
- Paid Search (Google Ads, Bing)
- Affiliate & Influencer Marketing
- Attribution Modeling
- Cross-Channel Campaign Management
- Conversion Rate Optimization (CRO)
- A/B Testing & Experimentation
- Google Analytics / GA4
- Creative Strategy for Ads
- Messaging Testing (Ad Copy, CTAs)
- UX/UI Awareness
- App Marketing (UA/Retargeting)
- Email & CRM Retargeting
- Marketing Automation Tools (HubSpot, Marketo, Klaviyo)
- Agency & Vendor Management
- Cross-Team Collaboration
- Stakeholder Communication
- Team Management & Mentoring

Key Result Areas (KRAs): EBiz Hitech Pvt. Ltd.

1. Marketplace Strategy & Client Onboarding

- Define roadmap for marketplace success—listing strategy, content SEO, brand store setup, cataloging, and compliance.
- Customize GTM strategies based on category trends, seasonality, and platform algorithms.

2. Operational Management & Process Optimization

- Lead backend integration for order management, inventory sync, returns, logistics, and warehousing.
- Automate routine processes using seller tools and APIs for scale and accuracy.

3. Performance Marketing & Ad Optimization

- Manage Amazon Ads, Flipkart PLA, and other platform-based ads to increase product visibility and conversions.
- Define keyword strategy, audience targeting, ad creatives, and budget split for campaigns.

4. Client Servicing & SLA Delivery

- Act as a SPOC for client performance reviews, target tracking, and daily issue resolution.
- Track seller health scores and coordinate with platform category teams.

5. Revenue Maximization & Category Expansion

- Improve GMV and profitability through pricing strategies, bundle offers, and seasonal promotions.
- Expand SKUs and improve contribution margins per seller.

6. New Business Development & Retention

- Scale the seller base through organic lead generation, events, partner collaborations, and referrals.
- Develop client lifecycle management frameworks to ensure retention and account expansion.

Key Performance Indicators (KPIs): GrowBiz Digitech Pvt. Ltd.

- Growth in client revenue YoY (target: 30%+ for top clients)
- Average campaign ROAS (target: 4x–8x depending on industry)
- CAC reduction across major accounts (target: 20–35%)
- Tech stack deployment & automation turnaround time
- Monthly growth in qualified inbound leads
- Employee productivity & retention rate (especially across city teams)
- Number of successful client POCs converted to long-term contracts
- Client satisfaction/NPS score (target: 9+)
- Brand presence across digital channels and PR mentions

Key Performance Indicators (KPIs): EBiz Hitech Pvt. Ltd.

- GMV growth across platforms (target: 25–40% QoQ)
- Organic product ranking improvements (top 10 placement targets)
- Average CTR and CVR on platform ads
- Return rate reduction (target: below 8–10%)
- OOS (Out of Stock) occurrence rate (target: <2%)
- Average customer response time (target: <6 hours)
- Number of 4+ star SKUs added per month
- Marketplace rating improvements and seller health status
- On-time delivery & cancellation ratio metrics

Sep 2021 -
Oct 2023

Manager-Level 7 (General Manager, Digital Marketing)

VAIBHAV GLOBAL LTD, JAIPUR

Led the digital marketing strategy and execution for Women's Apparel Brand TAMSU(US & UK), ensuring alignment with the brand's vision and objectives.

Key Deliverables:

Online Brand Presence Enhancement:

- Developed and executed comprehensive digital marketing campaigns, resulting in an increase in online brand visibility and recognition.
- Managed brand consistency across all digital touchpoints, including website, social media, email marketing, and online advertising.

E-commerce Growth:

- Drove 15% growth QOQ in online sales revenue through effective digital marketing initiatives, such as targeted promotions, seasonal campaigns, and customer retention strategies.
- Collaborated with the e-commerce team to optimize the user experience, resulting in a 30% increase in conversion rate.

Social Media Strategy & Influencer Collaborations:

- Devised and implemented a data-driven social media strategy that led to increased social media engagement and [specific percentage] growth in follower base.
- Identified and established partnerships with relevant influencers and oversaw influencer marketing campaigns, tracking key metrics to assess the impact on brand visibility and customer engagement.

Paid Advertising and SEM:

- Managed online advertising budget effectively, achieving a 315% increase in return on ad spend (ROAS) and a 68% decrease in cost per acquisition (CPA).
- Implemented SEM best practices to improve search engine visibility, resulting in an increase in organic and paid search traffic.

Email Marketing Campaigns:

- Orchestrated personalized email marketing campaigns that led to a 600% growth in email subscriber engagement and Email started contributing 35% to the overall revenue.
- Implemented A/B testing strategies to optimize email content and design for better conversion rates.

Analytics and Reporting:

- Regularly tracked, analyzed, and reported key performance metrics, providing actionable insights to the leadership teams like Media buyers, Merchandising team & Buyers.
Utilized data-driven insights to fine-tune marketing strategies and optimize budget allocation for maximum ROI.

Jan 2019 -
Sep 2021

Senior Manager (Head, Digital Marketing)
NUTRAVO LIFECARE PVT.LTD, GURGAON

Key Deliverables:

Strategy:

- Leadmarketing strategy for paid user acquisition for all acquisition channels.
- Designcampaigns based on events and buyer. •Constantly look at competitors landing pages & products and provide analysis. •Getting new landing pages and version of landing pages to improve user experience and sales through funnel.
- Manage P&L for all paid marketing campaigns and provide Quarterly Projections & budget requirements.
- Managing and DevelopingProduct Portfolio as per market needs.

Execution & Team Handling:

- Building and leading a teamof channel executives as required and coordinate with multiple stakeholders (product, communications, product design, communication design).
- Creating audience segmentation & identify keywords and message for different buyer personas.
- Drive traffic as well as maximize channel-wise Revenue for all paid marketing campaigns.
- Identifying, analyzing each channel to create a sustainable channel for user acquisition.
- Conceptualize & implement paid marketing campaigns on each channel (Native Ads, SEM, Display across networks, Facebook, Instagram & more).
- Drive conversions through re-marketing campaigns. Identify the right channels to re-target users.

Data Analytics:

- Interpret data,analyze results using statistical techniques to determine actionable
- Administer adplatforms (Taboola, AdGebra, Outbrain, UC Ads, Colombia ads Google Ads,FB Ads, Bulk Email & Bulk SMS) tools for purposes of targeting, bid optimization,running A/B tests and analysis.
- Monitor andadminister web analytics dashboards, reports and key reporting tools and point outkey areas of importance in goals.

Highlights:

- Increased sales by 35% with in 3 months by introducing Social Media and Search engine Marketing.
- Introduced over 30+ new products for E-commerce like Amazon, Flipkart and self e-store selling.
- Delivered quality leads at lower costs, received appreciation from Sr. Management.
- In just 3 months CPL (Cost/Lead) dropped by 35% on Native Platforms and Conversion raised by 15% on Native Platforms and maintained 60% above of constant conversion on Social Media Platforms

Mar 2017-
Dec 2019

Senior Manager (Head, Digital Marketing)
FRANCHISE INDIA BRANDS LIMITED, FARIDABAD

Key Deliverables:

Strategy:

- Planning Activity/Promotional Calendar for company's Social Media Pages.
- Lead marketing strategy for paid user acquisition for all acquisition channels.
- Design campaigns based on events and buyer persona.
- Constantly look at competitors and provide SWOT analysis and hacks to mimic their success.
- Manage P&L for all paid marketing campaigns and provide Quarterly Projections & budget requirements.

Execution & Team Handling:

- Building and leading a team of channel executives as required and coordinate with multiple stakeholders (product, communications, brand, design).
- Creating audience segmentation & identify keywords and message for different buyer personas.
- Drive traffic as well as maximize channel-wise LTV/CAC for all paid marketing campaigns.
- Identifying, analyzing each channel to create a sustainable channel for user acquisition.
- Conceptualize & implement paid marketing campaigns on each channel (SEM, Display across networks, Facebook, Instagram, Twitter, LinkedIn & more).
- Drive conversions through re-marketing campaigns. Identify the right channels to re-target users.

Data Analytics:

- Interpret data, analyse results using statistical techniques to determine actionable
- Administer ad platform (Adwords, FB Ads, LinkedIn & more) tools for purposes of targeting, bid optimization, running A/B tests and analysis.
- Monitor and administer web analytics dashboards, reports and key reporting tools and point out key areas of importance in goals.

Highlights:

- Within 6 months of joining was promoted as Digital Marketing Head and was leading a team of 15 members including, digital marketing executives Graphic & Web Designers, Web Developers.

Headed digital marketing for 7 partner companies all dealing in different lines of business

1-BusinessEx Solutions

2-RE/MAX India

3-FranGlobal Consulting

4-Bradford License India

5-License India

6-Equity India

7-BizEquity India

- Delivered quality leads at lower costs, received appreciation from Sr. Management.
- In just 3 months CPL (Cost/Lead) dropped by 75% and Conversion raised by 10%
- Successfully delivered desired results in companies Biggest Annual Events

1-Franchise India 2017 (2 days Nation level event at Pragati Maidan, Delhi)

2-Master Franchise Show '18, '17 (2 days International level event in Delhi)

3-RE/MAX Convention '17 (2 days Global level event in Delhi)

4-Global Investor Meet '17 (2 days International level event in Dubai)

Key Learning:

- Learned about consumer habits & behaviour from various industries like Real-Estate, Retail, Service, Manufacturing, Education, Food & Beverages and more across geographies.

Nov 2014 -
Mar 2017

Asst. Manager (Online Business, Marketing)
JIVA AYURVEDA PHARMACY LIMITED, FARIDABAD

Key Deliverables:

- Planning Activity/promotion Calendar for company's official online portal (<https://store.jiva.com>).
- Planning Activity/promotion Calendar for all the E-Com partners.
- Planning & Managing Online Campaigns (AdWords, AdSense, Digital Mailers, SMS Blasts & more).
- Business Development Analysis (Revenue Vs Spent).
- Coordinating & Making Business Tie-ups with market leaders to boost the revenue (1mg, Amazon, Big Basket, Shopclues & more).
- Target Vs Achievement analysis and planning.
- Vendor management.
- Inventory management.
- New Article/Product Listing.
- Product management and product wise marketing planning.
- Introducing new products and packs as per business requirements and market requirement.
- Introducing new technologies and marketing tools to increase department's revenue.
- Work force planning & taking technical interviews.
- Taking time-to-time Team Motivational Sessions.
- Coordinating with Designing and Development team to Improve Campaign & User Experience quality.

Highlights:

- Increased sale by 65% over 6 months.
- Introduced 4 new vendor to increase the sale (Shopclues, 1MG, Flipkart & Amazon).
- Introduced 3 marketing platforms in order to increase brand digital visibility and revenue (AdWords, Social Media Marketing & Email Marketing).

Jan 2012 -
Nov 2014

Founder
SATYAK TECHNICAL SERVICES PRIVATE LIMITED, GURGAON

Key Deliverables:

- Business Development.
- Marketing Development.
- Process Development, Piloting & Transition.
- Staff Planning.
- Introducing new technologies and marketing tools to increase department's revenue.
- Coordinating with Finance Department.
- Monitoring other departments like Sales, Technical, Quality, Finance, Human Resource & more)

Highlights:

- We were registered business partners with Microsoft, AVG Technologies, and Quick Heal.
- Always maintained our C-SAT score above 90%.
- In just 6 months, we opened our registered office in Delaware United States as SATYAK LLC.

Key Learning:

- Learned Multiple skills of different departments.
- Managed Entire Digital Marketing activity for lead and call generation.
- Got an international exposé in terms of overseas operational policies, Laws & Regulations, work culture and more.

Dec 2010 -
Nov 2011

Technical Specialist
IYOGI TECHNICAL SERVICES PRIVATE LIMITED, GURGAON

Key Deliverables:

- Providing on call Technical Support.
- Providing Technical Support through Remote Desktop using Logme In (remote desktop application).
- Upselling of software likes Antivirus, PC Optimizers & more during technical support calls.
- Upselling of service packages like upgrading for more years and renewals.
- Handling escalation call & irate customer calls.

Education

March 2024- March 2025	Executive Education in Marketing & AI for Leaders Indian Institute of Management, Calcutta
Aug 2006- Jun 2010	B.Tech in Electronic & Communication (ECE) from St. Margaret Engineering College, Neemrana (Rajasthan)
Mar 2004- Mar 2006	12th from Vignan Jr. College from Vignan Jr. College, Guntur (Andhra Pradesh).