

VISHAL GUPTA

Growth · GTM · Brand · Commercial Strategy — FinTech & Digital Products

+91 91760 95922 vishalgupta14111989@gmail.com linkedin.com/in/vishalgupta5



PROFILE

Marketing, Growth & Product Marketing leader with 11+ years building growth strategies, brands, products and revenue engines across FinTech, Digital Payments, Agritech, E-Commerce and Digital Products.

Skilled at translating business strategy into GTM, acquisition, product adoption and scalable growth programs, with cross-functional leadership across Marketing, Product, Technology, Sales and PMO.

CORE TOOLKIT

- Google Analytics 4 (GA4)
- Google Ads + Meta Ads + ABM
- Adjust MMP + Attribution
- CleverTap + Salesforce
- Microsoft Dynamics
- Microsoft Fabric
- Amplitude + Mixpanel
- Redash + SQL (Basic)
- Microsoft Clarity
- Google Sheets / Typeform
- Gen AI tools
- LOS systems

EDUCATION

PGDM, Marketing & Finance

Great Lakes Institute of Management, Chennai — 2015

B.Tech, ECE

IEET Baddi, HP — 2011

LEADERSHIP STRENGTHS

- Strategic leadership
- Commercial thinking
- Stakeholder influence
- Team building
- Product mindset
- Executive communication

SUMMARY

Marketing, Growth & Go-to-Market leader with 11+ years driving business growth, customer acquisition, product adoption and market expansion across FinTech, Digital Payments, Agritech, E-Commerce and Digital Products. Skilled at taking products from strategy to market — customer insight, positioning, brand, GTM, acquisition and data-led decision making — with a CMO mindset combining strategic vision, brand building and commercial discipline with hands-on execution.

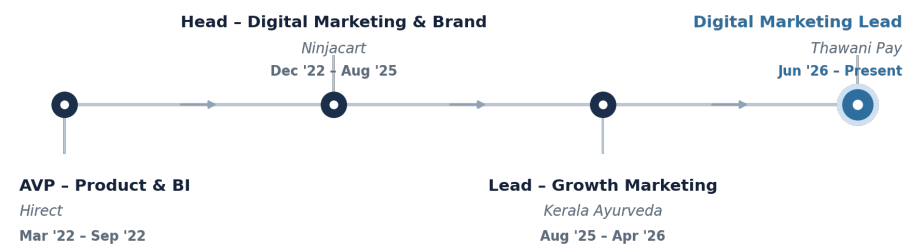
CORE COMPETENCIES

Commercial & Growth Strategy • Go-to-Market (GTM) • Product Marketing • Brand Strategy & Positioning • Customer Acquisition & Retention • Performance Marketing • B2B Growth & ABM • Revenue & ROI Optimization • Marketing Transformation • Data & Attribution Strategy • Partnerships & Affiliates • Cross-Functional Leadership

SELECTED ACHIEVEMENTS

- **200% growth** in Thawani Store sales within 3 months, with a 120% reduction in CAC (Thawani Pay).
- **133% increase** in prepaid-card acquisition and 23% improvement in app-funnel performance (Thawani Pay).
- **~25–35% revenue growth** across D2C India & US with ~30% CAC reduction (Kerala Ayurveda).
- **INR 5 Cr rebranding campaign** (#BetterLives) reaching 91Mn views and ~2,000 high-LTV users (Ninjacart).
- **CAC cut from INR 5,000 to INR 650** and 5x trader acquisition via loyalty/referral programs (Ninjacart).
- **INR 60L monthly recurring revenue** monetization model, plus affiliate channels at \$2–\$12 CPA (Hirect).

CAREER TIMELINE



PROFESSIONAL EXPERIENCE

Digital Marketing Lead | Thawani Pay, Muscat, Oman

Jun 2026 – Present

- Lead digital marketing, growth and GTM across B2C and B2B portfolios, spanning Thawani Store (microfinancing), prepaid cards, insurance, remittance, app growth and emerging payment propositions.
- Delivered 200% growth in Thawani Store sales within 3 months while reducing CAC by 120% through acquisition, funnel and channel optimization.
- Increased prepaid-card acquisition by 133% and improved the Thawani Pay app funnel by 23% through data-led journey and conversion optimization.
- Established Adjust MMP for affiliate attribution, measurement and performance governance across partner-led acquisition.
- Leading the data-architecture layering initiative with Technology and PMO using Microsoft Fabric, Microsoft Dynamics and Amplitude; serving as POC for external consultant eCENS.

- Leading GTM planning for Oman's first co-branded credit card, covering positioning, segmentation, acquisition strategy and launch planning.
- Developed the brand strategy and GTM framework for Oman's first palm-payment solution and no-POS merchant acceptance proposition, including regional brand concepts Raha Pay and RUKN Payment.
- Built B2B demand-generation programs across MQL/SQL and ABM; trained and led BD and B2B lead-generation teams using contact-farming platforms including ContactOut and Apollo.io.

Lead – Growth Marketing | *Kerala Ayurveda, Bengaluru*

Aug 2025 – Apr 2026

- Built and executed full-funnel growth strategy across D2C, Marketplace and Clinics, aligning performance marketing, SEO, partnerships and lifecycle marketing.
- Owned P&L and S&OP planning, driving ~25–35% revenue growth across D2C India & US.
- Reduced CAC by ~30% and improved 2-month LTV by ~20% through hero-product acquisition and cross-sell journeys; increased repeat purchase to ~34%.
- Scaled Amazon Top Impression Share to ~72% and improved ROAS ~22% through campaign restructuring; revived underperforming SKUs for ~15–20% incremental sales.
- Reduced clinic CPL by ~25–30% and improved lead-to-appointment conversion ~28% through funnel and targeting digitization.
- Built affiliate and partner ecosystem using rev-share/CAC models, contributing ~12–15% incremental product business month-on-month.

Head, Digital Marketing & Brand | *Ninjacart, Bengaluru*

Dec 2022 – Aug 2025

- Led INR 5 Cr #BetterLives rebranding campaign, increasing brand awareness 11%, acquiring ~2,000 high-LTV users and delivering 91Mn video reach with 7.5% completion and 2.5% CTR.
- Defined brand and product strategy through user research, persona development, positioning and messaging frameworks.
- Reduced Ninja Mandi CAC from INR 5,000 to INR 650 through retargeting, digital-led sales and benefit-led marketing.
- Achieved INR 8 CPI and 85% relevancy for Ninja Kisan; increased DAUs 28% through personalized engagement.
- Launched loyalty and referral programs, growing trader acquisition 5x and onboarding speed 3x; drove product usage 33% through market events.
- Built CRM workflows, agency partnerships and influencer/content programs across the portfolio.

AVP – Product & Business Intelligence | *Hirect, Bengaluru*

Mar 2022 – Sep 2022

- Partnered with Data Science and Analytics to develop audience targeting and personalization strategies; established KPIs, dashboards and reporting frameworks.
- Improved operational efficiency by 30% through process optimization and built a monetization model generating INR 60L monthly recurring revenue.
- Launched affiliate channels at \$2 CPA (Applicant) and \$12 CPA (Recruiter), and led influencer-led acquisition delivering 10Mn+ impressions.

Digital Marketing Manager | *Avail Finance, Bengaluru*

Apr 2021 – Mar 2022

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

Digital Marketing Manager | *Vakilsearch, Chennai*

Dec 2018 – Apr 2021

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

Digital Marketing Manager | *IIFL Home Loans, Gurugram*

Apr 2018 – Nov 2018

- 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

Product Manager, Yes Bank, Mumbai (Sep 2017 – Apr 2018) · **Deputy Manager – Marketing, IIFL Home Loans, Gurugram** (Feb 2016 – Sep 2017) · **Campaign Manager, Interakt Digital Solutions, Chennai** (Aug 2015 – Feb 2016)