

DEEPANSHU GUPTA

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Performance Marketing & Growth Leader with 12+ years driving GTM strategy, full-funnel campaigns, and **marketing project management for B2B SaaS, D2C, and Web3 brands across India, USA, MENA, and APAC**, consistently optimising **CAC, ROAS, and LTV** to deliver **\$2M+ incremental revenue across 50+ campaigns**.

Profile Summary

- **Orchestrated 50+ multi-channel campaigns**, delivering up to **40% revenue uplift and \$2M+ incremental sales** through precision targeting and innovative storytelling.
- **Experienced in building strategic affiliate and influencer partnerships** across CPL, CPI, and CPS models identifying, onboarding, and scaling partners to drive quality conversions and incremental revenue.
- **Proven expertise managing ₹5Cr+ monthly digital budgets** across Google, Meta, YouTube, Programmatic, Influencer and Affiliate channels, consistently reducing CAC while scaling quality traffic and improving ROAS and LTV across D2C & B2B subscription-first products.
- **Spearheaded the launch of a Meme Coin**, achieving an All-Time High **Market Cap of \$10M** through KOLs' engagement and leveraging crypto communities.
- **Designed end-to-end user journeys** and omnichannel funnels to accelerate **acquisition by 25%, engagement by 40%, and retention by 13%** across web and mobile ecosystems.
- **Expertise in Marketing Automation & AI-driven Process Optimization**, enhancing operational efficiency by **30%** and delivering scalable growth frameworks.
- **Built and scaled high-performance marketing teams from scratch** mentoring 15+ professionals across creative, product, and technology functions, fostering a culture of collaboration, ownership, and measurable output.

Core Competencies

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| • E-Commerce (Wellness, Apparel & Electronics) | • Revenue Growth | • Programmatic/Native Advertising |
| • User Acquisition & Life Cycle Management | • Brand Alliances & Strategic Partnerships | • Customer Segmentation & Personalization |
| • Growth Marketing & Funnel Optimization | • Product Marketing & GTM Execution | • Brand Strategy & Management |
| • Loyalty/Referral Programs | • Affiliate & Influencer Marketing (CPL/CPR/CPS/Rev Share) | • D2C/B2B Subscription Growth Marketing |

Work Experience

XTEN-AV LLC - Marketing Lead | Nov'2025 - Present

Key Result Areas:

- **Achieved top-5 rankings for 35+ keywords and 20% MoM organic growth**, established the XTEN brand in the US market, developed full-funnel SEO roadmaps using Ahrefs/SEMrush, optimized for Google AI Overviews with E-E-A-T schema and produced 2–4 weekly pillar blogs + YouTube demos.
- **Generated \$500K MRR through Google/Bing Ads, achieving 3X ROAS**, ran Reddit/Quora AMAs, and deployed email automation (45% open, 20% CTR). Tasked with building a community pipeline for a B2B SaaS on Reddit.
- **Drove 30% MQL-to-SQL pipeline conversion and \$500K MRR** as the sole marketing lead for a B2B SaaS in the competitive US market, owning end-to-end GTM execution across product feature launches, positioning, messaging, and cross-functional alignment with Product and CS teams.

- **Built and managed HubSpot CRM infrastructure**, including lead scoring models, MQL to SQL handoff workflows, email automation sequences, and pipeline reporting dashboards.

Kade Ventures - Senior Manager - Marketing & Project Management | Feb'2024 - Oct'2025

Key Result Areas:

- **Delivered 40% sales uplift and \$2M incremental revenue** by leading GTM strategies for 5+ product and feature launches across B2B SaaS, D2C, and Web3, orchestrating 50+ multi-channel integrated campaigns with a 15-member cross-functional team.
- **Drove paid acquisition for Health & Wellness brands Exhale , BudPop, WooCommerce & Shopify Stores**, running performance campaigns across Meta and Google targeting high-intent user segments (Individuals & Retail Stores) for the USA market, optimising for CPI and CPL while maintaining a good ROAS.
- **Improved subscription upgrade rates by 27%** for D2C subscription-first Wellness brand, building end-to-end acquisition and retention funnels that reduced churn, improved subscriber LTV, and scaled recurring revenue through lifecycle automation, behavioural segmentation, and personalised engagement campaigns over Email & Whatsapp.
- **Achieved \$10M ATH market cap** by leading the end-to-end launch of a Meme Coin, by driving community growth and engagement through strategic communication, influencer/KOL collaboration, and crypto-native content at scale.
- **Operated in an agency-style model**, managing marketing strategy and execution for multiple client brands simultaneously across B2B SaaS, D2C, and Web3 verticals.
- **Identified, negotiated, and onboarded strategic affiliate and influencer partners** experimenting with new models and agencies to boost quality conversions and expand brand reach across target audiences.
- **Engineered 30% user acquisition growth (32,000+ new users) and improved retention by 13%** via targeted engagement campaigns and advanced segmentation.
- **Spearheading brand acquisition and market expansion** in the USA, successfully transforming early-stage projects into profitable business units.
- **Leading a 15-member cross-functional marketing team**, forging brand alliances and leveraging ambassadors to deliver high-impact creative campaigns.

Travco Group, Egypt, Remote - Digital Marketing Manager | Jun'2021 – Jan'2024

Key Result Areas:

- **Delivered 50% uplift in bookings** by rebuilding and scaling multi-channel paid media strategies across Google, Social, Affiliates, and Aggregators, targeting high-intent travellers across Hotels & Cruises segments.
- **Reduced CAC by 25% and improved booking conversion by 10%** by conducting deep competitive analysis across OTA platforms (Booking, Agoda), using insights to reposition paid media strategy and sharpen audience targeting.
- **Increased customer LTV by 35% by launching Loyalty and Referral Programs** by driving repeat bookings and strengthening long-term engagement across the acquired customer base.
- Designed app user journeys & acquisition funnels, significantly improving conversion rates and organic acquisition growth.
- **Built and managed strategic CPS-based partnerships** with Booking.com and Agoda identifying, onboarding, and scaling affiliate and aggregator channels that contributed significantly to a 50% uplift in bookings and 25% reduction in CAC.

Baazi Games, New Delhi - Growth Manager | Jan'2020 – May'2021

Key Result Areas:

- **Reduced CAC by 15%** by designing and executing new user acquisition campaigns across multiple paid media channels, scaling app installs, sign-ups, and in-app events through precision targeting and continuous bid optimisation.
- **Increased ARPU by 30%** by developing user retention and engagement strategies for a real-money gaming platform, driving higher revenue per active player through personalised lifecycle campaigns and behavioural segmentation.
- **Optimized app marketing funnels & user journeys**, resulting in improved activation, conversion, and retention metrics.
- **Collaborated with brand ambassadors and influencers** to execute innovative campaigns, enhancing visibility and strengthening brand equity.
- Led performance marketing strategy for real-money gaming products, deploying CPI, CPA, and CPD models across paid channels to aggressively scale user acquisition, reduce CAC, and grow retention-led revenue through LTV optimization.

Previous Experience

QuickCompany, New Delhi - Dy Marketing Manager | Jan'2017 – Jan'2020

Navia Healthcare, New Delhi - Product Management Executive | Mar'2015 – Dec'2016

Freelancing Consignments

- **Capital Rush App (2023):** Enhanced user acquisition, referral framework, and SEO/ASO, boosting app visibility and improving sign-up flow and engagement.
- **HopOut App (2020–2021):** Implemented CPI/PPC growth campaigns and optimized UI/UX, securing 3,000 users with a 30% retention rate in 3 months.
- **KoinOK | CurryCoins Trading Engine (2018–2020):** Designed and executed a 360° pre- and post-launch marketing strategy, achieving 800 sign-ups on launch day for the crypto trading platform.

Academic Details

Education

- B.Tech. in Electronics and Communication Engineering, Maharishi Dayanand University, Gurugram | 2014

Certifications

- Google Adwords & Google Analytics
- Inbound Marketing by HubSpot
- Strategic Management: The Essential Skills for Professionals

Tools & Technologies

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| • Trello, Notion, Jira, ClickUp | • Mailchimp & Smartlead | • Ahrefs & SemRush |
| • Firebase Analytics, GA4 | • Mention & Hootsuite | • Canva, Google Data Studio |
| • Branch & AppsFlyer | • Clevertap & MoEngage | • Chatgpt, Claude, Make |
| • Zoho & Hubspot | | |

Deep interest in AI-powered creative tools and the creator economy, actively used platforms like Creatify, ElevenLabs, Sora & Loom.

Achievements

- 2 Patents under pending stage: Patent# 2576/DEL/2013 & 2666/DEL/2013

Personal Details

Address: New Delhi, India || **Date of Birth:** 14th September 1992 || **Languages:** English, Hindi