



# VAIBHAV TRIVEDI

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## SUMMARY

Results-driven Brand & Growth Marketing Manager with over 4.5 years of experience in driving business expansion, digital transformation, and performance marketing for e-commerce and B2C brands. Proven record in developing multi-channel growth strategies, managing high-performing teams, and optimizing ROI through data-driven marketing campaigns. Passionate about scaling brands through innovation, storytelling, and measurable performance.

## CORE SKILLS

- Growth Marketing Strategy, Paid Media (Meta, Google, Marketplace Ads), Performance & E-commerce Marketing, SEO, PPC & Content Strategy, Shopify & WordPress Development, Brand Building & Market Expansion, Data Analytics & ROI Optimization, Cross-functional Team Leadership

## WORK EXPERIENCE

### Nuplanet Ventures | Growth & Operations Manager

April 2025 - Present

- Leading company-wide growth operations to ensure end-to-end marketing and operational excellence.
- Designed and implemented Go-To-Market (GTM) strategies for new product verticals.
- Spearheaded BTL campaigns and partnerships to expand market reach and revenue.
- Managed Shopify website, SEO, PPC, paid media campaigns and influencer marketing for digital performance scaling.
- Oversaw production and post-sales operations to improve efficiency and customer retention.
- Achieved 25% reduction in operational inefficiencies through process improvements.

### AVRITES | Growth & E-commerce Manager

Jan 2024- March 2025

- Managed marketplace and D2C presence for brands like Lakshita Fashion, Elyraa, Womenue, Hylum, and others across Amazon, Flipkart, and Shopify.
- Increased overall brand revenue by 50% through data-backed marketing and business development.
- Directed paid campaigns and SEO to improve ROI and reduce CAC.
- Introduced process automation that cut order processing time by 30%.
- Built and mentored a 10-member cross-functional team for multi-brand handling.

### Jindev Infotech LLP | Solution Consultant

April 2021-Dec 2023

- Promoted SaaS products (Deskeye, Grahaak, Aarogya) to enterprise and SME clients.
- Delivered product demos, closed deals, and built long-term client relationships.
- Assisted in creating marketing materials, website content, and social media strategies.
- Improved client satisfaction through customized digital solutions and performance tracking.
- Strengthened brand visibility through PPC and SEO improvements, driving sustained client growth.

## EDUCATION

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Qualification	Institution	Board / University	Year	Percentage
<b>Bachelor of Business Administration (BBA)</b>	Dr. Virendra Swarup Group of Institutions, Kanpur	CSJM University	2020	<b>60%</b>
<b>Class 12th</b>	GNK Inter College, Kanpur	U.P. Board	2017	<b>68%</b>
<b>Class 10th</b>	OEF Inter College, Kanpur	U.P. Board	2015	<b>81.50%</b>

## LANGUAGE

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- English (Fluent)
- Hindi (Native)

## ADDITIONAL DETAILS

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- Available for Onsite, Hybrid and remote opportunities.
- Interested in digital marketing, brand strategy, and business scaling roles across FMCG, lifestyle, or tech-driven sectors.