Lavadaya Dilip Chowhan

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👤 Profile

Growth Consultant with 2 years' experience. Expert in customer acquisition, engagement strategies, product expansion, and market strategy. Skilled in roadmap creation, metric tracking, and effective communication to drive innovation and achieve business objectives in dynamic teams

⚙ Skills

Spreadsheets

Product Road-mapping

Performance Marketing

ROI Improvement

Salesforce – CRM

Python

A/B Testing

Search Engine Optimization (SEO)

Social Media Analytics

💼 Professional Experience

Growth Consultant
ShopDeck
Oct 2023 – present | Bangalore, India

- Orchestrated website management, marketing strategies, and holistic growth for my portfolio of D2C brands.
- Efficiently expanded and managed numerous e-commerce accounts concurrently, prioritizing profitability and client satisfaction.
- Directed profitability and growth strategies for diverse Direct-to-Consumer (D2C) brands.

Growth Analyst - Profitability, Growth & Marketing
ShopDeck
Jun 2022 – Sep 2023 | Bangalore, India

- Leading team to optimize and expand 70+ business accounts for maximum profitability.
- Utilizing Meta Suite, Slack, and Metabase for data-driven decisions in campaign optimization, reducing RTOs, website management, and performance tracking.
- Strategizing and executing growth marketing initiatives to boost customer acquisition, engagement, and retention.

Data Science Intern
Cetpa Infotech
May 2020 – Aug 2020 | Noida, India

- Developed ARIMA and Holt's Winter models for Delhi weather forecasting using Python.
- Applied Holt's linear trend, Auto ARIMA, SARIMAX techniques, optimizing models.
- Implemented anomaly detection with Microsoft Cognitive Services, conducted Duty Cycle Analysis, and RNN-LSTM model in TensorFlow for performance enhancement.

🎓 Education

Indian Institutes of Technology, Kharagpur
Bachelor's of Technology in Chemical engineering
2016 – 2022 | Kharagpur, India
CGPA: 6.20/10

Narayana junior college
Intermediate
2016 | Hyderabad, India
Percentage: 89.6%