Antriksh Tewari

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Professional Summary

- Marketing and analytics professional with **10+ years of experience** delivering **data-driven growth** and **digital transformation** across industries.
- Head of Digital Marketing and Analytics at Intelegencia, driving **full-funnel growth** across **performance**, **SEO**, **UX**, **creatives**, and **analytics**.
- Builder of **scalable marketing and analytics solutions**, combining strategic insight with operational excellence.
- Proven leader in aligning **brand storytelling** with **data-driven execution** to elevate **customer acquisition** and **ROI**.
- Passionate about transforming insights into impact through focused **martech development** and **team enablement**.

Career Timeline

Apr 2024 – Present

Intelegencia
Head of Digital Marketing (Apr 2025 – Present)
Head of Analytics (Apr 2024 – Mar 2025)

Feb 2020 – Mar 2024

Unyscape
AVP – Analytics (May 2022 – Mar 2024)
Associate Director – Analytics (Apr 2021 – Apr 2022)
Team Lead – Analytics (Feb 2020 – Apr 2021)

May 2015 – Feb 2020

Co-Founder & CMO at ZichBuy Pvt Ltd

Focus Areas

- Full-Funnel Marketing
- Marketing Automation
- Revenue Attribution
- Personalization at Scale
- Data-Driven Decisioning
- Sales Enablement
- Martech Architecture
- CRO & UX Insights
- LLM-Powered Workflows

Experience

Head of Digital Marketing   *Intelegencia, Apr 2025 – Present*

- Leading Paid Media, SEO, Creatives, Landing Page Optimization, and Revenue Enablement across B2B and B2C verticals.
- Spearheading full-funnel digital strategy combining analytics, CRO, and ad performance.
- Overseeing dashboards and GA4 pipelines across 20+ accounts.
- Developed AI-powered automation for digital marketing campaigns.
- Implemented customer segmentation and personalization for Google Ads.
- Collaborated with data science teams to integrate ML models into analytics frameworks.
- Significantly expanded the business unit's revenue and positioned it as a strategic growth pillar.
- Secured executive buy-in for marketing strategy during CEO onboarding.

AVP - Analytics   *Unyscape Infocom, Feb 2020 – Mar 2024*

- Drove predictive analytics and business intelligence transformation.
- Led automation tools and developed lead scoring and forecasting models.

- Developed deep learning models for customer engagement insights.
- Managed analytics sales outreach and independently closed 20+ projects.
- Authored industry research reports and drove vertical P&L growth.
- Enabled 8% YOY bottom-line impact for a US FMCG client via visibility frameworks.

Co-Founder and CMO *ZichBuy Pvt Ltd, May 2015 – Feb 2020*
- Built a B2B e-commerce platform and scaled acquisition through SEO and paid ads.
- Automated inventory, CRM, and campaign workflows.
- Led website and conversion optimization initiatives.
- Directed full-stack analytics implementation to guide marketing and business ops.
- Maintained stakeholder relationships and ensured exceptional service experience.

Achievements

- **Pfizer**: Improved demand forecasting and field force performance, enabling 9.45% YOY bottom-line growth.
- **Mamaearth**: Implemented keyword-level ROI analysis, boosting budget efficiency by 23%.
- **Kapiva**: Built brand analytics and influencer measurement, contributing to 140% growth.
- **Americana Group**: Automated brand and geo-level reporting, reducing decision latency by 18%.
- **Kama Ayurveda**: Delivered record eCommerce conversions with 16% market share gain.

Education

Masters in Business and Management *University of Strathclyde, Glasgow, UK, Sep 2014 – Sep 2015*
PGP in Predictive Analytics *Northwestern University, Illinois, US, Dec 2018 – Sep 2019*

Technical Skills

- **Data Analytics**: Google Analytics 4, BigQuery, Looker Studio, SQL, Power BI
- **Digital Marketing**: Google Ads, Facebook Ads, LinkedIn Ads, Amazon Ads, Reddit Ads, Twitter Ads
- **Automation & Tracking**: Google Tag Manager, Google App Script, AWS Lambda, Alteryx, Segment, VWO, Clarity, Hotjar
- **CRM & Business Tools**: Salesforce, HubSpot, Microsoft Excel/Sheets
- **Programming**: Python, R, JavaScript
- **Forecasting & AI**: Time Series Forecasting, Large Language Models, ML Modeling, Sentiment Analysis