

Contact

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(LinkedIn)
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Top Skills

Performance Monitoring
Customer Acquisition
Influencer Marketing

Languages

Tamil (Limited Working)
Telugu (Native or Bilingual)
English (Limited Working)
Hindi (Limited Working)
Kannada (Limited Working)

Certifications

Google Data Analytics Specialization
Data Analyst with Python
Google Digital Marketing & E-commerce Specialization

Gangadhar S

Creative Strategy | Performance Marketing | Gen AI
Bengaluru, Karnataka, India

Summary

Hello! I'm Gangadhar, a Marketing Associate at GrowthSchool, where I help scale the business by producing high performance creatives. I'm passionate about leveraging Design, Digital Marketing, Creative Strategy, and Data Analytics to drive impact for organisations.

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- In 2019, my digital journey began with a deep interest in technology and marketing. By 12th grade, I had immersed myself in digital marketing—mastering Facebook and Google Ads and using Python for analytics. This hands-on experience led me to run campaigns across industries like film, automotive, and politics at a friend's agency.

- In 2023, I joined GrowthSchool to drive the launch and growth of the Kairos School of Business.

- In 2024, I moved into Marketing Dept. at GrowthSchool to work on creative strategy for all marketing initiatives.

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- Performance Marketing
- Personal Branding
- No-Code Web Development

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I'm always up for discussions on digital marketing, and Mar/AdTech. Reach out at sgangadhar.exe@gmail.com or book a call via the link in my profile. Follow me for insights on Marketing, Growth, and Mar/AdTech.

Experience

Demandlane
Creative Strategist
June 2025 - Present (1 month)
Oakland, California, United States

GrowthSchool
1 year 9 months
Creative Strategist | Performance Marketing
December 2024 - June 2025 (7 months)
Bengaluru, Karnataka, India

Associate Category Growth | Program Manager
January 2024 - December 2024 (1 year)
Bengaluru, Karnataka, India

→ Led operations for the highest AOV product, driving a 40% profit margin and contributing #3.75 crore in revenue.

→ Collaborated with 15+ CMOs and marketing leaders to develop high-impact program content, resulting in a 4.5 CSAT rating.

→ Increased learner retention from 23% to 55% through gamified learning and engaging interactive sessions.

Trainee
October 2023 - December 2023 (3 months)
Bengaluru, Karnataka, India

→ Collaborated with cross-functional teams (Marketing, Sales, Engineering, and Learner Ops) to create and scale programs tailored for Marketers and Founders, ensuring cohesive strategies for audience engagement and growth.

→ Led influencer campaign operations, generating~#30 lakh in monthly revenue and acquiring~50,000 leads per month.

Digi Caterpillar
Digital Marketing Assistant
July 2022 - June 2023 (1 year)
Hyderabad, Telangana, India

→ Gained hands-on experience in Meta & Google advertising campaigns, analyzing campaign structures and strategies across industries (Film, Automotive, Politics)

→ Captured 200+ inquiries quarterly by designing user-focused landing pages using Framer to enhance lead generation for marketing initiatives.

→ Increased user interaction by 25% and boosted brand awareness by creating interactive infographics and promotional graphics tailored to target demographics.

Viral Fission

Campaign Intern

November 2021 - January 2022 (3 months)

Bengaluru, Karnataka, India

→ Generated 3.3M+ views, 11K+ Instagram followers, and expanded reach to 300+ cities by executing Spotify and Pepsi campaigns using UGC, branded filters, and 5000+ ambassadors.

Education

Bengaluru City University

Bachelor's degree, BBA in Marketing @ KLE IBM · (October 2020 - August 2023)

Coursera

Professional Certificate, Google Data Analytics · (February 2022 - July 2022)