

# DHRUV GUPTA

## Marketing Strategy & Growth Leadership

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### PROFESSIONAL SUMMARY

Senior marketing strategist with **9+ years** and **₹10 Cr+ in managed media spend** translating complex marketing challenges into measurable business outcomes. Operates at the intersection of **strategy, data, and execution** — adept at identifying signal from noise across channels, platforms, and funnel stages, and converting those insights into growth architecture that compounds over time. Former **Google LCS Specialist (FIS · Olympus Team)**; founder of two specialist consultancies; and strategic advisor to brands across **Health & Wellness, Ed-Tech, E-commerce, B2B SaaS, Banking, Non-Profit, and Government** verticals. Equally fluent in boardroom strategy and in-platform execution — built and led cross-functional teams spanning media, creative, analytics, and UX. Seeks roles operating at the big-picture level: diagnosing the real problem, designing the right intervention, and building the system that makes results repeatable.

### CORE CAPABILITIES

#### Marketing Strategy & Advisory

Full-funnel growth architecture, go-to-market strategy, media planning (paid + organic), brand-to-performance integration, audience research, competitive intelligence

#### Measurement & Marketing Technology

GA4, Server-Side Tagging (SST), Offline Conversion Tracking (OCT), Meta CAPI, pixel & data layer architecture, A/B & multivariate testing, GA4 migration (20+ accounts), BigQuery

#### CRM, Email & Lifecycle Marketing

HubSpot (full marketing & sales pipeline suite), email list growth & segmentation, drip & lifecycle campaigns, lead scoring, CRM-to-ads integration, GDPR & consent compliance

#### Leadership & Client Advisory

Team building (media, creative, analytics, UX), QBR & C-suite reporting, cross-functional stakeholder management, agency & vendor management, mentorship

#### Paid Media Platforms

Google Ads (Search, Display, YouTube, PMax, Demand Gen), Meta Ads (Facebook/Instagram — brand, lead gen, D2C, e-commerce), programmatic buying, DV360

#### CRO, UX & Conversion Architecture

User journey & funnel analysis, heatmap & behaviour research, landing page optimisation, creative testing, CAC reduction, flow analysis, UX-led conversion improvement

#### Content, SEO & Organic Growth

SEO strategy (keyword optimisation, internal linking, backlink building), content & copywriting, blog & editorial, social listening, brand authority building, AI-assisted content operations

#### Sectors

Health & Wellness, E-commerce, Ed-Tech, B2B SaaS, Banking & Financial Services, Non-Profit, Government, Retail, Real Estate, Enterprise Technology

### PROFESSIONAL EXPERIENCE

#### Principal Consultant & Strategic Growth Advisor

Sep 2021 – Present

Scalar Ops — Gurgaon, India

*Independent marketing strategy practice — serving as Fractional CMO / Growth Head for retained clients across 9+ sectors. Responsible for diagnosing growth constraints, designing multi-channel strategy, and owning business outcomes including P&L, QBRs, and C-suite advisory.*

- **Growth Architecture — Ed-Tech:** Diagnosed acquisition bottlenecks for India's largest online school and redesigned the full-funnel strategy across Google (Search, PMax) and Meta (prospecting + retargeting), delivering **₹18 Cr in Gross Transaction Value** and achieving a **₹3.2 Cr quarterly business goal 2 months ahead of schedule** across 3 consecutive quarters.
- **Multi-Channel Performance — D2C & E-commerce:** Designed and ran integrated paid media strategies across Google and Meta for D2C and e-commerce clients — leveraging audience segmentation, ABO structures, creative testing, and landing page CRO to drive down CAC while scaling revenue. Managed **₹30L+/month in Meta spend** at peak across B2B, D2C, and e-commerce accounts.
- **Revenue Pipeline — B2B SaaS (Top 1% Workday Partner):** Identified growth constraints in the client's acquisition model and restructured campaigns to target high-intent commercial queries, generating **\$1M+ in qualified enterprise pipeline** — translating marketing spend directly into sales-qualified opportunities.
- **Compliance-Sensitive Campaigns — ISKCON & Banking:** Managed multi-channel fundraising and financial services campaigns navigating FCRA regulations, cross-border payment compliance, and zero-tolerance brand safety mandates — generating **₹1.2 Cr+ in contributions** with full regulatory adherence across North America and India.
- **Large-Scale Acquisition — Mumbai Tech Week:** Engineered an end-to-end digital acquisition strategy (Search, YouTube, Meta, Display) mobilising **10,000+ attendees** — 30% paid delegates including Government officials and C-suite executives — converting broad awareness into measurable ticket revenue.
- **Advisory Delivery & Team Leadership:** Led formal Quarterly Business Reviews — presenting strategic diagnoses, performance-vs-forecast analysis, and 90-day growth roadmaps — to Founders and C-suite stakeholders. Built and managed a cross-functional team of **media strategists, creative writers, UI/UX designers, and account managers**.

#### Co-Founder & Strategic Growth Lead

Mar 2024 – Jan 2025

Echo Labs — India | Parallel venture; integrated into Scalar Ops upon validation

*Boutique consultancy commercialising a proprietary Signal-First growth methodology — combining advanced measurement infrastructure with full-funnel acquisition strategy for high-ticket advertisers.*

- **Revenue Impact:** Delivered **\$2.3M+** in tracked client revenue across **47+ conversion funnels** for Wellness and Info-Product clients — validating Signal-First architecture as a commercially replicable growth system.
- **Signal Resilience:** Implemented Server-Side Tagging (SST), Meta CAPI, and Offline Conversion Tracking (OCT) workflows to eliminate data loss and ensure robust first-party signal inputs for AI bidding models (Google PMax, Meta Advantage+), directly improving algorithmic performance.
- **Full-Funnel Optimisation:** Orchestrated end-to-end growth engines — aligning ad creative, landing page UX, offer strategy, and email lifecycle sequences — to **reduce CAC** and optimise toward down-funnel revenue events rather than surface-level lead metrics.

#### Senior Associate, Enterprise Marketing

Jan 2021 – Sep 2021

Inbound Mantra (Znbound) — Gurgaon, India | HubSpot Platinum Certified Agency

- **Enterprise CRM & Pipeline Strategy (Lubrizol — Berkshire Hathaway):** Designed and operationalised end-to-end HubSpot marketing and sales pipeline workflows for a Fortune 500 subsidiary — integrating CRM with Google Ads to close the loop between campaign spend and revenue attribution, enabling data-driven budget decisions for the global marketing team.

**PROFESSIONAL EXPERIENCE (CONTINUED)**

- ▶ **Multi-Client Portfolio Management:** Managed inbound marketing strategy, CRM architecture, and performance reporting for Tarantula Telecom, Boomerang AI and Hippo CMMS — delivering full lifecycle marketing from acquisition through to pipeline conversion.

**Senior Strategy & Digital Lead**

WIFE | Strategic Brand Agency — Mumbai, India

Dec 2019 – Jan 2021

*Strategic lead for integrated media, brand planning, and digital performance across global non-profits and enterprise clients.*

- ▶ **Public Health Campaign — Bill & Melinda Gates Foundation:** Architected the media and distribution strategy for the 'India Fact Quiz' public awareness campaign (with journalist Faye D'Souza), delivering **30M+ brand-safe impressions** across YouTube and digital channels. Coordinated approvals across government bodies, legal, and creative stakeholders — maintaining zero brand safety violations throughout.
- ▶ **Brand + Performance Integration — Hyatt, Lupin Pharma, Hard Rock Cafe:** Directed integrated media planning bridging brand storytelling with performance KPIs across Search, Display, and YouTube — delivering executive-level cross-channel ROI reporting and mentoring junior strategists on measurement frameworks.

**Senior Google Ads Specialist — LCS Engagement**

FIS (Google Program) — Gurgaon, India

Feb 2018 – Dec 2019

*Competitively selected for the Olympus team within Google's Large Customer Sales (LCS) programme — managing consultative strategy and high-stakes escalations for Fortune 500 accounts.*

- ▶ **Client Advisory & Retention:** Awarded **Best Performer — June & July 2019**. Received a formal Letter of Appreciation from Global gTech Escalations for 'extraordinary client advocacy' that retained a high-risk Fortune 500 account through root cause analysis and structured problem-solving.
- ▶ **Measurement Consulting:** Diagnosed P0 attribution conflicts between Google Ads and Analytics for enterprise clients — auditing data layers, identifying systemic tracking failures, and rebuilding measurement frameworks to restore data integrity and client confidence.
- ▶ **Strategic Opportunity Identification:** Proactively identified Search Partner Network inefficiencies across the LCS portfolio, delivering **~15% reduction in wasted spend** per account and reallocating budget toward higher-performing inventory — adopted as a team-wide best practice.
- ▶ **Cross-Functional Stakeholder Management:** Served as primary liaison between Fortune 500 client objectives and Google's internal gTech, Sales, and Policy teams — translating technical constraints into client-facing strategic recommendations.

**Data Analyst — Google Knowledge Graph**

Vaco Binary Semantics — Gurgaon, India

Nov 2016 – Feb 2018

*Data quality contractor for Google's Knowledge Graph entity resolution and search quality pipeline.*

- ▶ Used SQL and SAS to extract, clean, and validate large-scale datasets, directly improving search result quality and entity disambiguation for Google's Knowledge Graph at global scale.

**SELECTED CLIENT PORTFOLIO**

Bill &amp; Melinda Gates Foundation · ISKCON (Global) · Lubrizol (Berkshire Hathaway) · HDFC Life · Ministry of Tourism · Hyatt Group · Lupin Pharma · Hard Rock Cafe · Top 1% Workday Partner · India's Leading Online School · Mumbai Tech Week

**MEASUREMENT & TECHNICAL DEPTH**

- ▶ **GA4 Migration (2022–2023):** Led Universal Analytics → GA4 migration for **20+ client accounts** — rebuilding conversion schemas, auditing data layers, and establishing BigQuery-linked measurement continuity for complex B2B, Education, and E-commerce attribution funnels.
- ▶ **Signal-First Architecture:** Designed SST, Meta CAPI, and OCT frameworks across **47+ funnels**, eliminating signal loss and validating **\$2.3M+ in attributed revenue** — improving AI bidding performance across Google PMax and Meta Advantage+ simultaneously.
- ▶ **Privacy & Consent Infrastructure:** Implemented GDPR-compliant consent management frameworks and cookieless measurement strategies for international clients — ensuring regulatory compliance without sacrificing data fidelity for optimisation.

**EDUCATION****B.Tech, Civil Engineering** — Jaypee University of Information Technology

2012 – 2016

*Complemented by 9+ years of applied cross-industry experience across strategy, digital marketing, and growth consulting.***CERTIFICATIONS****Google Certified:** Ads Search · Ads Display · Ads Measurement · Google Analytics (GA4)**HubSpot Certified:** Inbound Marketing**Additional Platforms:** Meta Ads Manager · HubSpot CRM · GA4 & BigQuery · Server-Side Tag Manager · Hotjar / Heatmap Tools · SEO & Content Platforms