

GAURAV KUMAR SINGH

Growth Marketing | Performance Marketing & Demand Generation | MarTech, Analytics & AI-Led Growth

Greater Noida West, Uttar Pradesh, India | [linkedin.com/in/gauravsingh0410](https://www.linkedin.com/in/gauravsingh0410) | gauravsingh.co.in | contact via gauravsingh.co.in/contact

15x organic traffic growth · 5,000 → 15,000 monthly acquisitions · INR 400+ Mn digital pipeline · B2B & B2C across 5 industries

PROFESSIONAL SUMMARY

Growth and performance marketing leader with 10 years driving customer acquisition across B2B and B2C — paid, organic, affiliate and lifecycle. Own the full growth stack: performance media (Google, Meta, LinkedIn), SEO and CRO, website strategy and UI/UX, GA4 and multi-touch attribution, and CRM and marketing automation on Salesforce and HubSpot — now extending into AI-led marketing. PGDM (Marketing), with executive Data Science education from IIM Kozhikode.

CORE COMPETENCIES

- Growth & Demand Generation:** Customer Acquisition · B2B & B2C Demand Generation · MQL & Pipeline Contribution · Funnel Design · Retention & Lifecycle Marketing · CPA / CPL Optimisation · Marketing ROI
- Performance Marketing:** Google Ads · Meta Ads · LinkedIn Ads · Affiliate & Partner Marketing · Campaign Analytics · Budget & Bid Management · Remarketing & Audience Strategy
- SEO, CRO & Digital Experience:** Technical SEO · Content SEO · Conversion Rate Optimisation · Website Strategy & Management · Landing Page Optimisation · UI/UX & Customer Journey Design
- Marketing Analytics & Attribution:** GA4 · Google Tag Manager · Conversions API · Multi-Touch Attribution · Looker Studio · Search Console · CPA & ROI Dashboarding
- MarTech, CRM & Automation:** Salesforce · HubSpot · Marketing Automation · Lead Lifecycle & Scoring · Email & SMS Journeys · Microsoft Power Automate · MarTech Architecture
- AI-Led Marketing & Leadership:** Generative AI Adoption · AI-Assisted Content & Campaign Ops · AI Customer Experience · Cross-Functional Leadership · Agency & Vendor Management · CXO Reporting

PROFESSIONAL EXPERIENCE

Deputy Manager — Digital Marketing Lead

HORIBA India Pvt. Ltd. | Greater Noida, India | Nov 2024 – Present

- Demand generation:** Built the B2B demand engine across four industrial verticals, contributing **INR 400+ Million** of digitally influenced pipeline; own **MQL definition, lead quality and CPL** end to end.
- Performance & organic:** Run **Google Ads and LinkedIn Ads** alongside a technical-SEO-led organic programme; the website is now a **primary source of qualified enquiries**.
- Website, CRO & UI/UX:** Rebuilt the corporate website into a conversion-focused platform — information architecture, **customer journey optimisation**, UI/UX direction and enquiry-capture **CRO**.
- Analytics & attribution:** Built the **GA4 + GTM** event taxonomy, UTM governance and **Looker Studio** dashboards tracking **CPA, lead quality, pipeline contribution and marketing ROI**.
- CRM & marketing automation:** Architected centralised lead management across **Salesforce, HubSpot and Power Automate**, with a **lead lifecycle framework** linking every enquiry to its revenue outcome.
- AI-led marketing:** Designed and built the company's first **AI customer-facing assistant** — conversational product discovery with governed, cited recommendations — plus AI-assisted content and campaign operations.
- Leadership:** Direct **creative, media and development agencies**; partner cross-functionally with sales, IT and business heads.

Performance Marketing Manager

DigiClap Technologies Pvt. Ltd. (TripClap.com) | Noida, India | Jul 2022 – Sep 2024

- Delivered **15x growth in organic traffic** through site architecture restructuring, **technical SEO** and a scaled content programme — the leading acquisition channel for a **B2C** travel marketplace.
- Ran full-funnel **performance marketing across Google Ads, Meta Ads and paid social**, owning lead volume, **lead quality and CPA** targets against monthly acquisition goals.
- Implemented **GA4, Google Tag Manager, Conversions API** and **multi-touch attribution**, replacing last-click reporting and materially improving lead quality and spend efficiency.
- Owned **website strategy and CRO** end to end — templates, landing pages, page performance and conversion paths — as the conversion layer for all paid and organic traffic.

Senior Associate — Digital Marketing

CARS24 Services Pvt. Ltd. | Gurugram, India | May 2021 – May 2022

- Scaled **affiliate and partner-led acquisition**: monthly vehicle inspections **5,000 → 15,000** through partner network expansion and channel optimisation.
- Standardised partner onboarding, tracking and payout reporting, improving **channel-level ROI visibility** across the acquisition mix.

Earlier Experience

Digital Marketing Specialist, Investors Clinic Infra Pvt. Ltd., Noida | Dec 2020 – May 2021 — B2C email/SMS lifecycle campaigns, landing pages, marketing automation.

Digital Marketing Executive, HelloTravel Online Pvt. Ltd., Gurugram | Jun 2016 – Nov 2020 — SEO, email marketing and digital campaigns driving sustained organic growth.

EDUCATION

eMDP in Data Science (Data Science for Managers), **IIM Kozhikode**, 2022 – 2023 · **PGDM** Marketing & Operations, IMS Ghaziabad, 2014 – 2016 · **B.E.** Mechanical Engineering, Visvesvaraya Technological University (VTU), 2010 – 2013