



# AKSHAT SINGH

GROWTH HACKER AND PERFORMANCE MARKETER

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## PROFILE

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Till now, I've worked with 85+ brands and tried to generate a dollar for every penny they invest. I always strive to achieve maximum ROI with the growth hacking and growth marketing approach.

I'm a tech-savvy growth hacking professional with a deep understanding of digital channels, and design principles, and love testing new approaches. I have a strong customer-centric point of view, especially when it comes to the buyer's journey. My approach is growth & optimization focused.

## SOME ACHIEVEMENTS

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- Implemented an in-app referral strategy in Kaala Pay, resulting in 5x user growth.
- Managed successful launch of more than 5 fintech products.
- Worked with businesses and startups from diverse fields such as Saas, D2C, consumer goods, food and beverages. Implemented highly optimized sales funnel and performance marketing campaign for each one of them. Average ROI generated: 224%
- Managed paid ads campaign for Royal Enfield bikes, spent half a million, and generated an ROI of 3.5x.
- Launched D2C ayurvedic beverage brand, designed entire sales funnel and performance marketing campaign. Generated revenue of 3.5 million with spending of 250k in 8 months.
- Launched and marketed 28+ franchises of BurgerKing.
- Invited for guest lectures on marketing and growth from 3 universities.

## SKILLS

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I'm data-driven and kind of a data-geek: a clear understanding of data, analytics, metrics, and statistics. Experimenting growth hacks and managing optimized performance marketing campaigns are my forte.

I've expertise in:

- Sprint planning
- Growth hacking idea generation
- Multivariate and A/B testing
- Conversion rates optimization tactics
- Data dashboard and tracking
- Performance marketing
- Sales funnel
- Data Analytics experience
- Knowledge about both inbound and outbound marketing
- Building a growth hacking team
- Highly optimized creative marketing campaigns
- Other growth hacking related feilds

# WORK EXPERIENCE

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## Head of growth (Consultant)

Kaala.app (Dec 2022 - Present)

- Executed product launch and acquired more than 10K users in just 2 months.
- Generated 20x ROI on paid campaigns.
- Currently working on achieving product market fit.

## Growth Hacker and Chief Marketer

Buildbraand.com (Feb 2020 - Present)

- Managed 46+ Brands. Developed growth hacking strategies.
- Delivered superior results, and generated massive sales and profit.
- Managed data-driven campaigns.
- Designed and executed creative marketing campaigns on large scale.
- Average ROI generated: 250%

## UI designer and Product development

Volty IoT Solutions (Sept 2019 - Feb2020)

- Left marketing and worked in product team to understand product side growth.
- Grasp deep knowledge about user behavior and psychology.
- Implemented neuro marketing hacks in designs, interface and algorithm to influence users.
- Wide research for product-market fit, User experience, and interface development, Product Promotion.

## Head of Digital Marketing

Mint marketing Solutions (Sept 2017 - Sept 2019)

- Worked in an agency by leaving a corporate job offer so I can get experience in marketing businesses from different categories and industries.
- Key Role in marketing strategy development and execution.
- Spent more than 27 million in paid campaigns in 2 years.
- Developed and executed highly optimized performance marketing campaigns.
- Also worked intensively on brand development and PR.
- Managed more than 32 brands.
- SMM, SEO, creative content, and PPC campaigns.

## Freelance Digital Marketer

Sept 2015 - Sept 2017

- Started a side hustle as a blogger to earn pocket money, soon got offers from businesses to manage their blogs.
- Learned all of digital marketing by myself.
- Paid my entire college fees by freelancing.
- Worked with 18+ businesses in growing their sales and profit using digital marketing.

[Portfolio: akshatdigital.com](https://akshatdigital.com)

[Schedule call with me](#)

# CONTACT

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# EDUCATION

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- BBA in Marketing, Osmania University, 2017
- 13+ Certifications from Google, Hubspot and Facebook in Growth Marketing and Digital Marketing.

**Note:** I'm currently living in India and I'm looking for a 100% remote job opportunity in US and European markets. I've great experience in managing remote teams and delivering the growth expected from me.