ANIK BISWAS

Growth Marketing Leader | Travel, Marketplaces & D2C | Europe, ANZ & India

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SUMMARY

Growth marketing leader with 10 years of experience building and scaling acquisition engines for travel, marketplace and e-commerce businesses. I currently lead growth for hotel and holiday-home brands across 10+ markets in Europe and ANZ, with a 9-member team. I've launched new businesses from zero and combine consumer (B2C) demand with supplier (B2B) acquisition. Hands-on across performance and brand media, pricing and promotions, SEO, analytics and AI-led marketing ops.

CORE COMPETENCIES

- Growth strategy & P&L impact
- New business launch (0 to 1)
- SEO & conversion optimisation
- Team leadership
- Direct demand & channel mix
- Pricing, coupons & promotions
- Attribution & marketing ROI
- Marketing analytics
- Performance & brand media
- B2B supply acquisition
- Lifecycle & CRM
- AI-led marketing ops

CAREER HIGHLIGHTS

- **72% YoY revenue growth** at Cashify with sustained profitable CAC, while scaling to 200+ retail stores.
- **-33% CAC** from restructuring Google Ads; funnel work lifted conversion 25% and cut CAC 14%.
- **30% average MoM MAU growth** through lifecycle automation and remarketing.
- **AI on large ad accounts:** CTR +15%, CAC -5%.

PROFESSIONAL EXPERIENCE

Senior Manager, Growth – Europe **Jul 2024 – Present**

Prism Group (Europe) | Gurugram, India

Own growth for holiday-home and hotel brands across 10+ markets in Europe and ANZ. Lead 5 direct reports within a 9-member team spanning performance marketing, analytics and creative.

- Built a hotel direct-booking business from scratch: revamped the hotel website, worked with onboarding on merchandising, coupon and pricing strategy, and planned and ran the performance campaigns.
- Grew direct share of the homes business while optimising marketing spend, and scaled SEO that raised the channel's take rate.
- Adopted AI to simplify marketing ops and scale large ad accounts, improving ad quality and performance checks: CTR +15%, CAC -5%.
- Improved marketing ROI by restructuring campaigns, redesigning attribution and reallocating budget by market maturity and seasonality.
- Designed auto-apply, segmented and dynamic coupons linked to occupancy, length of stay and booking value; launched "Best Time to Sale" for long-booking-window markets.
- Led supplier (homeowner) marketing and acquisition for Europe: built the acquisition and nurture funnel across 10+ countries via SEM, Meta and BTL, and defined the MQL to SQL process with country sales and BD teams.

General Manager – Growth Marketing & Analytics **Jun 2019 – Jul 2024**

Cashify | Gurugram, India

Led growth across acquisition, CRM and analytics for a re-commerce marketplace, its D2C business and offline expansion to 200+ stores; led a 5-member growth team.

- Delivered 72% YoY revenue growth with sustained profitable CAC across Google, Meta, affiliates and OEM partnerships.
- Cut CAC by 33% by restructuring Google Ads; optimised the user funnel for conversion +25% and CAC -14%.
- Achieved 30% average MoM MAU growth through lifecycle automation and remarketing; vernacular campaigns lifted CTR by 4% and new-user acquisition by 27%.
- Scaled a hyperlocal growth engine for 200+ retail stores, where hyperlocal SEO drove consistent 10% MoM footfall growth.

- Built the marketing analytics infrastructure (event taxonomy, tag management, web and app tracking) and an influencer and affiliate programme that reduced paid-media dependency and improved blended CAC.

Digital Marketing Executive **Sep 2016 – May 2019**

Creation Infoways Pvt. Ltd. | New Delhi, India

- Ran acquisition campaigns across Google Ads, Meta, Taboola and Outbrain for SME clients, improving CTR, conversions, lead quality and CPL through A/B testing and landing page optimisation.

EDUCATION & RECOGNITION

B.Tech, Computer Science and Engineering — West Bengal University of Technology, 2016

E4M Martech Awards 2023 — Best Use of Martech for CX and Customer Engagement

TOOLS & PLATFORMS

Google Ads, Meta, Microsoft (Bing) Ads, GA4, GA360, Google Tag Manager, BigQuery, Looker Studio, Tableau, Mixpanel, WebEngage, CleverTap, AppsFlyer, Branch, Firebase