

# Anik Biswas

## General Manager - Growth marketing & analytics

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### Personal Summary

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Detail-oriented performance & growth marketing professional with 7+ years of experience in the e-commerce industry. Expertise in developing and implementing strategies to acquire and retain customers, drive ROI, and optimize campaigns. Proficient in data analysis, funnel optimization, and tag management. Demonstrated ability to work collaboratively with cross-functional teams to achieve business goals.

### Professional Experience

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#### **General Manager - Growth marketing & analytics | [Cashify](#) | June 2019 - Present**

##### **Campaign Planning and Execution:**

- Built and managed acquisition campaigns across Influencers, Social, SEM, Affiliates, and Display to drive revenue and increase ROI.
- Managed end-to-end campaign lifecycle, including budget allocation, bid management, ad copy creation, A/B testing, landing page optimization, and conversion tracking.
- Designed and executed an influencer strategy to deliver on brand objectives.
- Successfully managed budgets and delivered quantifiable improvements in ROI and cost per conversion (CPA) across all channels.
- Developed and managed digital prospecting and remarketing campaigns.
- Developed and implemented hyper-local discovery & digital growth strategy for 200+ retail stores.

##### **Analytics and Reporting:**

- Effectively communicated complicated analyses by developing easy-to-use reporting or visualization dashboards (demand funnel, marketing planning and budgeting, marketing ROI, operational efficiency, campaign impact, awareness, and strategic KPIs).
- Developed and implemented comprehensive events to facilitate digital analytics for both product and marketing analytics.

##### **Cross-functional Collaboration:**

- Work closely with cross-functional teams, such as data analysts, content creators, and designers, to ensure cohesive and integrated marketing strategies.

##### **Partner Management:**

- Maintained relationships with external partners, such as affiliate agencies and influencers, leveraging their expertise and staying ahead of industry developments.

#### **Digital Marketing Executive | [Creation Infoways Pvt. Ltd.](#) | Sept 2016 – May 2019**

- Successfully drove customer engagement and conversion through strategic campaigns on Google Ads, Meta Ads (formerly Facebook Ads), and content publishing networks such as Taboola and Outbrain.
- Executed social media optimization strategies across various networks including Google Plus, Facebook, Pinterest, Instagram, Twitter, and LinkedIn.
- Conducted thorough analysis and A/B testing to optimize ad creatives, targeting strategies, and budget allocation for improved campaign performance.
- Collaborated with cross-functional teams to align marketing efforts with overall business objectives.

## Skills

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- **Digital Marketing & Strategy:** Expertise in planning and executing performance marketing campaigns across various channels like SEM, social media, display, video and re-targeting platforms(WebEngage, Clevertap). Proficiency in leveraging social media platforms for marketing and engagement. Creative and data-driven approach to identifying innovative and efficient ways to grow and acquire customers. Understanding of creating cohesive marketing experiences across various channels for consistent messaging.
- **Analytical Skill:** Ability to work with numbers, metrics, and large data sets to make informed decisions and derive actionable insights.
- **Technical Skills:** Familiarity with tools like Google Analytics, Mixpanel, and other analytics platforms. Knowledge of implementing and managing tags using tools like Google Tag Manager. Basic understanding of HTML, CSS and Javascript for website optimization.
- **A/B Testing:** Designing, implementing, and analyzing A/B tests to optimize campaigns and user experiences. Skills in improving website elements to enhance conversion rates.
- **Business Acumen:** Efficiently oversee marketing budgets, optimizing strategies, and allocating resources to maximize return on investment (ROI) for optimal outcomes.
- **Leadership and Team Management:** Experience in leading and mentoring a team to achieve common goals. Ability to inspire and motivate team members to excel in their roles.
- **Collaboration:** Ability to work closely with teams such as product, design, and development for coordinated strategies.
- **Creativity:** Ability to think outside the box to develop unique and effective marketing strategies.
- **Adaptability:** Stay updated on industry best practices, emerging technologies, and marketing trends. Ability to adapt to changing trends, technologies, and market conditions.

## Key Achievements

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- Successfully implemented and fine-tuned Google Ads campaigns, resulting in a 33% reduction in customer acquisition costs.
- Conceived and executed vernacular campaigns, leading to a 4% increase in average click-through rates (CTR) and a 27% growth in new user acquisitions.
- Developed and optimized the user journey funnel, achieving a 25% increase in conversion rates and a 14% reduction in customer acquisition costs (CAC).
- Established analytical infrastructure for various internal enterprise products.
- Achieved an average monthly growth of 30% in Monthly Active Users (MAU) and a remarkable 72% growth in conversions, maintaining a profitable CAC post-COVID.
- Implemented a hyperlocal SEO strategy, resulting in a consistent 10% month-over-month growth in footfall to retail stores.
- Winner of “**E4M MARTECH Award 2023**” for “Best Use of Martech for Customer Engagement & “Best Use of Martech for CX”

## Academic Qualification

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**West Bengal University of Technology** B.Tech (Computer Science and Engineering) - 2016