

DHRUV GUPTA

Marketing Strategy & Growth Leadership

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Nine years across strategic consulting, agency leadership, and founder-led practice — from Google's Olympus LCS desk to integrated brand agencies and self-founded consultancies. Equally fluent in C-suite advisory, creative strategy, and in-platform execution; most effective where brand storytelling and accountable performance meet.

CORE CAPABILITIES

Strategy & Advisory: Full-funnel growth architecture · Go-to-market · Fractional CMO · Marketing diagnostics · QBR & C-suite reporting · Investment case development · P&L ownership

Measurement & MarTech: GA4 & BigQuery · Server-Side Tagging · Meta CAPI · Offline Conversion Tracking · Data layer architecture · GDPR & consent frameworks · GA4 migration (20+ accounts)

Creative & Content Strategy: Campaign conceptualing · Creative briefing & direction · Content strategy & calendars · Brand-to-performance integration · Social media strategy · Cross-channel storytelling

AI & Automation: Prompt & context engineering · Agentic workflow automation · AI-assisted content operations · LLM integration for marketing · AI bidding architecture (PMax, Meta Advantage+)

Paid Media: Google Ads (Search, PMax, YouTube, Display, Demand Gen) · Meta Ads (brand, D2C, lead gen) · Programmatic / DV360 · CAC optimisation · Creative testing

CRM / Inbound / Lifecycle: HubSpot (full suite) · Lead scoring · CRM-to-ads integration · Email lifecycle · SEO strategy · Funnel & heatmap analysis · CRO

Leadership & Team Development: Cross-functional team leadership · Capability building & coaching · Stakeholder management · Agency / vendor management · Pitch & presentation development

Sectors: Health & Wellness · Ed-Tech · E-commerce & D2C · B2B SaaS · Banking & Financial Services · Non-Profit · Government · Retail · Enterprise Technology

PROFESSIONAL EXPERIENCE

Principal Consultant & Strategic Growth Advisor

Sep 2021 – Present

Scalar Ops — Gurgaon, India · Fractional CMO / Growth Head across 9+ sectors

- ▶ **Ed-Tech — Growth Architecture:** Delivered **₹18 Cr GTV** for India's leading online school — hitting a **₹3.2 Cr quarterly target 2 months ahead of schedule across 3 consecutive quarters**, by diagnosing audience-intent misalignment and redesigning full-funnel strategy across Google (Search, PMax) and Meta — driving a **6x improvement in media efficiency** and reducing CPL from **₹1,700 to ₹350**.
- ▶ **Integrated Campaign — Mumbai Tech Week:** Led end-to-end digital activation — conceptualing the acquisition strategy, directing creative across Search, YouTube, Meta, and Display, and managing stakeholder alignment across sponsors, government delegates, and C-suite speakers — mobilising **10,000+ attendees** including 30% paid delegates.
- ▶ **B2B SaaS — Revenue Pipeline:** Sourced **\$1M+ in qualified enterprise pipeline** for a Top 1% Workday Partner by restructuring campaign architecture toward high-intent commercial queries — reducing CPL from **₹47.7K to ₹8.2K** and scaling impression share from **under 10% to 45%**.
- ▶ **D2C & E-commerce:** Achieved **30–50% CAC reduction** across integrated paid strategies — leveraging audience segmentation, ABO structures, creative testing, and landing page CRO. Managed **₹30L+/month in Meta spend** at peak across B2B, D2C, and e-commerce accounts.
- ▶ **Non-Profit & Compliance — ISKCON Global:** Delivered **₹1.2 Cr+ in fundraising contributions with 0% brand safety violations** — navigating FCRA compliance and cross-border payment regulations across North America and India.
- ▶ **Advisory & Team Leadership:** Led QBRs presenting strategic diagnoses and 90-day roadmaps across **8+ concurrent engagements**; built and managed a cross-functional team spanning media strategy, creative, UI/UX, and account management.

Co-Founder & Strategic Growth Lead

Mar 2024 – Jan 2025

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

- ▶ **Commercial Validation:** Delivered **\$2.3M+ in tracked client revenue** across **47+ conversion funnels** for Wellness and Info-Product clients — by validating a diagnostic-first growth methodology combining advanced measurement infrastructure (SST, Meta CAPI, OCT) with full-funnel acquisition strategy as a single integrated system.
- ▶ **Systems Thinking:** Redesigned creative, landing page, offer, and email lifecycle sequencing for 12 retained clients — shifting optimisation from lead volume to down-funnel revenue events, directly reducing CAC across the portfolio.

Senior Associate, Enterprise Marketing

Jan 2021 – Sep 2021

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

- ▶ **Enterprise CRM — Lubrizol (Berkshire Hathaway):** Architected end-to-end HubSpot marketing and sales pipeline workflows for a Fortune 500 subsidiary — integrating CRM with Google Ads to close the attribution loop between campaign spend and pipeline revenue for the global marketing team.
- ▶ **Multi-Client Portfolio:** Managed inbound strategy, CRM architecture, and performance reporting for Tarantula Telecom, Boomerang AI, and Hippo CMMS — delivering full lifecycle marketing from acquisition through pipeline conversion.

Senior Strategy & Digital Lead

Dec 2019 – Jan 2021

WIFE | Strategic Brand Agency — Mumbai, India · Integrated media, brand planning & digital performance

- ▶ **Public Health — Bill & Melinda Gates Foundation:** Architected media and distribution strategy for the 'India Fact Quiz' campaign, delivering **30M+ brand-safe impressions** across YouTube and digital channels — coordinating government, legal, and creative approvals with 0% brand safety violations throughout.
- ▶ **Integrated Brand & Performance — Hyatt, Lupin Pharma, Hard Rock Cafe:** Directed integrated media planning bridging brand storytelling with performance KPIs across Search, Display, and YouTube — leading creative briefing, campaign ideation, and client presentations while mentoring **3 junior strategists** on measurement and strategic frameworks.
- ▶ **Social & Content Strategy — Lupin Pharma, Hard Rock Cafe:** Led social media strategy, content calendars, and brand identity work — overseeing platform-specific creative adaptation, community strategy, and integrated brand storytelling across digital touchpoints.

Senior Google Ads Specialist — LCS Engagement

Feb 2018 – Dec 2019

FIS (Google Program) — Gurgaon, India · Olympus team · Fortune 500 accounts · North America market

- ▶ **Client Retention & Recognition:** Retained a high-risk Fortune 500 account through root-cause analysis of PO attribution conflicts — awarded **Best Performer (June & July 2019)** and received a formal Letter of Appreciation from Global gTech Escalations.
- ▶ **Systemic Opportunity Identification:** Identified Search Partner Network inefficiencies across the LCS portfolio, delivering **~15% reduction in wasted spend per account** — adopted as a team-wide best practice.
- ▶ **Measurement Consulting:** Diagnosed attribution failures and data layer errors for enterprise clients — audited tracking architecture and rebuilt measurement frameworks to restore data integrity and client confidence.

Data Analyst — Google Knowledge Graph

Nov 2016 – Feb 2018

Vaco Binary Semantics — Gurgaon, India

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

SELECTED CLIENT PORTFOLIO

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

Sectors: Health & Wellness · Ed-Tech · E-commerce & D2C · B2B SaaS · Banking & Financial Services · Non-Profit · Government · Retail · Enterprise Technology

EDUCATION

B.Tech, Civil Engineering

2012 – 2016

Jaypee University of Information Technology

CERTIFICATIONS & PLATFORMS

Google Certified: Ads Search · Ads Display · Ads Measurement · Google Analytics (GA4)

HubSpot Certified: Inbound Marketing

AdTech Platforms: Google Ads & DV360 · Meta Ads Manager · HubSpot CRM · SEMrush / Ahrefs · Klaviyo / Email Platforms · Hotjar & Heatmap Tools

Measurement & Data Infrastructure: GA4 & BigQuery · Server-Side Tag Manager · Meta CAPI · Offline Conversion Tracking (OCT) · Data Layer Architecture · GDPR & Consent Frameworks