

# Raghunath Gangi

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Multifaceted marketing professional with over **3 years of experience** in scaling **user-acquisition** across industries in India and SEA with a **data-driven mindset**. Proven expertise in **strategy, execution and optimisation** of marketing initiatives and a demonstrated history in **stakeholder management** having **led projects** with internal and external teams across marketing, creative and technology functions.

## Work Experience

2022-04 -  
Current

### Product Management Fellow - Upraised

- [PRD 1](#) - Zomato: Reduce order selection time using a personalized wish list
- [PRD 2](#) - Myntra: Increase product detail page views using style profiles

2021-06 -  
Current

### Assistant Manager - Marketing

Toothsi - Series C funded start-up in at-home clinical beauty space

- **Led strategy, planning & execution** for user acquisition across social and search channels for product generating 1XCr in monthly revenue
- Implemented rigorous, data backed optimisations to conversion funnel, media and target segments led a Y-o-Y **growth** in monthly **user acquisition by 60% & reduced CAC by 49%**
- Revamped creative strategy using industry and platform best practices along with iterative A/B testing, this **improved CTR by 2x**
- Led initiatives with tech team for LP optimisation, low friction forms, AMP pages to improve **CVR by 44%** relying on user signals from **Google analytics, MS Clarity, and Google optimizer**
- **Developed** performance and UGC creatives; **led process from concept to execution** with creative agency to **deliver 15+ assets each month**
- **Collaborated with stakeholders across functions** to plan and execute optimisations across sales, operations, and CRM to improve efficiency and reduce funnel drop off

2019-07 -  
2021-06

### Associate - Performance Marketing

Publicis Groupe - One of the global Big 4 media agencies

- Partnered with clients in banking, FMCG and technology to scale paid user acquisition channels using improved targeting, creatives and conversion funnel optimisations having **managed over 2Cr in monthly media spends**
- **Built and managed** social campaigns from ground up at a **5Cr per month scale** for a growth stage startup.
- Helped **grow Ecomm sales 5x** for Indian FMCG major with **300%+ ROAS**, relaunched HNI retail banking product at 3x scale in Singapore
- **Collaborated with teams across 4 countries** across SEA to achieve shared milestones within planned timelines
- Undertook **comprehensive testing and analyses** for data driven optimisations on media, creatives and targeting mix to improve lower funnel efficiency
- Promoted platform, creative and media knowledge amongst peers and clients. 1 of 3 individuals to get **fast track promotion** to associate from analyst role

## Education

2022

### Product Management Fellow - Upraised

2015-06 -  
2019-05

### Bachelor of Technology in Electronics

KJ Somaiya College of Engineering - Mumbai, India

## Certifications & Courses

2020-06

Google - Advanced Google Analytics

2020-05

Facebook - Certified Media Planning Professional