

# GAURAV PARIKH

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**Offering 13** years of experience in **Marketing Strategy, Digital marketing, Business P&L responsibility**. I have worked with some of the early startups and established brands in India in Telecom, Agritech, Hospitality and Infrastructure domains. Currently I am helping startups scale their businesses in diverse geographies through various marketing initiatives. I have worked with companies in India, UK, Australia and South east asian markets. I am a business graduate from **MDI-Gurgaon, India** (among top-10 in India) with a background in electronics engineering.

## Growth Consultant

### **HumbleWorks (Furniture Startup, Harpenden, UK)**

**May'22 – current**

- Leading marketing team to drive business in UK market and launch the products in US market

### **Yulu Bikes (Mobility Startup, Bengaluru, India)**

**Nov'22 – current**

- Helping Yulu scale its business with performance marketing initiatives

### **Hola Health (Health Startup, Australia)**

**Jan'23 – current**

- Help Hola grow its customer base using user acquisition
- Increase cross sell, build analytics and CRM framework and drive customer repeat rates

### **Winuall (Edtech Startup, Bangalore, India)**

**Jul'21 – Jun'22**

- Create digital and growth strategy for Winuall which is a SAAS edutech company targeting teachers and coaching institute with focus on ROI, cross sell and engagement
- Led the the team to drive online lead generation, launch influencer program and drive scale through organic reach

## Full Time Roles

### **Business Head, Agrostar (India)**

**Dec'20 – Mar'21**

- Responsible for driving revenue growth and achieve CM-3 profitability
- Drive initiatives for launching new SKUs, growing repeat business, margin expansion and cost optimization

### **Director - Online Marketing, OYO Rooms (India)**

**Nov'18 – Dec'20**

- Responsible for acquiring new app users for OYO rooms with focus on increasing new user purchases through various digital platforms
- Conceptualising the digital campaigns around various channels like Google, Facebook and Programmatic advertising and affiliate channels in India and S.E Asian Markets
- Designed and launched online Retargeting campaigns to increase customer retention and reduce drop offs

### **Head of Marketing, Bharti Airtel Limited (India)**

**Apr'13 – Nov'18**

- Responsible for marketing strategy, revenue delivery and P&L responsibility
- Conceptualized **BTL campaigns** to drive brand awareness among customers and distribution channel
- Designed market & customer segmentation strategy for **ARPU enhancement** and customer engagement
- Led customer communication and prepaid promotion offerings with a focus on **campaign ROIs**

### **Business Manager, Indus Towers Limited (India)**

**Apr'09 – Mar'13**

- Held P/L responsibility of Energy business operations of Indus Towers, Rajasthan Circle **worth Rs1500Mn annually**
- Jointly created a new Commercial Model for energy billing to customers for revenue enhancement and reduction in billing disputes

## **ACADEMIA**

- MBA from **MDI-Gurgaon**, Management Development Institute, Gurgaon, India - 2007-09
- Bachelor of Engineering (B.E.), Electronics & Instrumentation. from Shri Govindram Seksaria Institute of Technology and Science (**SGSITS**), India, 2006