



Ganesh A

GROWTH MARKETING MANAGER · PERFORMANCE MARKETING · SOCIAL & INFLUENCER MARKETING

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Growth Marketing Manager with nine years, 72 brands and 140M+ views across performance marketing, paid media, social media and influencer marketing. Six years at GetMyCreative as the primary contact on every retainer — campaign strategy, budget management and client servicing — ten months inside a product startup, and independent since 2025 with a clinic operating system live under my product lead. I take demand and unit economics as one job, which is why every figure below is a client's revenue rather than my impression of it.

EXPERIENCE

Independent Consultant — Growth & Product

CURRENT

2025 – PRESENT

Growth campaigns and product delivery, direct for clients in Bengaluru.

- Product lead for ELTH, a clinic operating system for Solace Life: **60+ features** across nine departments, **three clinics** went live, one runs on it daily.
- Small-format events and community marketing for ComeOffline — **five events** on venue partnerships at **zero venue cost**.
- Built restaurant pricing software from the operator's own numbers and sold it outright to **three restaurants at ₹70,000** each.

GetMyCreative — Product Manager, Client Projects

2023 – 2025

Design and growth studio: ₹5L peak monthly book, 72 brands, nine retainers.

- Ran client builds and the growth book together: **11 websites** shipped scope to launch, N-Smart V1 in four months, and the retainer book at its **₹5,00,000-a-month** peak across nine accounts in 2024.
- Led product on the agency's AI platform (eida.ai) — Google for Startups, **\$25,000** in credits — and closed it deliberately in 2026 when infrastructure outran the product.

DayOne Tech Solutions — Client Success Manager

JAN 2023 – OCT 2023

Bengaluru tech company; on-site, full-time.

- Client Success Manager and the company's sole designer for **ten months**: every client relationship, escalation and deliverable, plus all brand and marketing material. Also Senior Graphic Designer on RightAngle, its AI-teaching vertical — 7–8 creatives a day.

GetMyCreative — Growth Marketing Manager

2019 – 2022

Owned growth, paid media, social and every client relationship across the book.

- Grew the retainer book from **₹8,000 to ₹5,00,000 a month** as primary contact on all nine retainers; held the whole book at half rate through 2020 and lost **zero clients**.
- Namma Power Run: **₹68,000** of paid spend brought **4,000 of the 6,000 runners** — **₹17 a registration** — with **1.5M organic reach** and a **₹38 lakh** budget held to one date, four straight editions.
- ANK: chose **micro-creators over one big name** and ran **₹60K** a month of creator and paid for two months — sales **₹14L → ₹17L → ₹22L** by month three, profitable in two. Le Grapes: **₹70 lakh a month** on **₹9–10K** of ads plus creator barter, sustained for the whole run.
- Renault (Pristine Wheels, Goa): **1 to 5 vehicles a month** on **₹25–30K** of spend. VivaVilla: **eight franchise deals** on **₹40,000** of total ads. Raine & Horne: the campaigns behind **₹6 Cr** of Kessaku sales.
- Short-form, UGC and creator programmes for **twelve brands** — WROGN, Lapis Bard, P-TAL, RNR, NABA, Neon Attack, Adukale and more — **60+ models and influencers** sourced by hand, a **100–120 creator** bench, **140M+ views** across 72 brands.

EARLIER EXPERIENCE

Early work — Counter manager · sales · site sourcing

2017 – 2018

Managed a metro-side juice counter at seventeen, **₹9,000 to ₹25,000 a day** in eight months with six staff; sold frozen foods into cafés cold at **₹20,000 a month**; sourced five commercial sites for a builder, **₹6,00,000** in fees at eighteen.

HOW I RUN GROWTH

- Demand:** micro-creators over one big name — more people talking beats one person reading a script; paid sits under it, not instead of it.
- Unit economics:** price and margin fixed before spend; small budgets, moved precisely — **₹68K** to 4,000 runners, **₹10K** a month to a **₹70L** venue.
- Measurement:** one number agreed with the client before launch; misses reported with hits.
- Delivery:** vendors, creative and approvals held to one date that does not move.
- Retention:** primary contact on every retainer; renewal is the KPI, and 2020 lost none.

SKILLS

GROWTH MARKETING

Performance Marketing · Paid Media · Meta Ads · Google Ads · Social Media Marketing · Influencer Marketing · UGC & Short-form Content · Lead Generation · Product Launches · Event Marketing

ANALYTICS & BUDGETS

Google Analytics · Meta Ads Manager · CPL / ROAS / CAC reporting · Budget Management · Pricing & Unit Economics · Excel / Google Sheets

BRAND & CREATIVE

Brand Strategy · Campaign Creative · Packaging Design · Content Marketing · Figma · Photoshop · Illustrator · InDesign · Premiere Pro · Canva

DELIVERY & LEADERSHIP

Client Servicing · Stakeholder Management · Vendor Management · Team Leadership · Project Management · Jira · Notion · Asana · Zoho · Claude Code

SELECTED RESULTS

₹6 Cr	Luxury apartment sales at Kessaku behind one campaign
140M+	Views across 72 brands, all channels
₹17	Per registration — ₹68K of spend, 4,000 of 6,000 runners
₹22 lakh	Monthly sales by month three, on ₹1.2L of creator and paid
₹70 lakh	A month, built on ₹10K a month of ads and creator barter
1 → 5	Dealership conversions a month, on ₹25–30k of ad spend

EDUCATION & LANGUAGES

Schooling and 1st PUC, KLE Society School · 2nd PUC, Carmel College · BBA, Sri Aurobindo College. English, Kannada, Hindi, Tamil, Telugu.