ANVESH SEELI

Performance Marketing & Growth | Paid Media, Measurement & Commerce-led Growth

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PROFESSIONAL SUMMARY

Performance marketing and growth professional with 4+ years across QSR, FMCG / pet care, SaaS product marketing and financial services, backed by an MBA from IIM Calcutta and B.Tech from NIT Calicut. I operate where media, measurement and business outcomes meet — running full-funnel acquisition across Google, Meta, Performance Max, YouTube, UAC, CRM and social commerce while keeping a strict eye on CAC, ROAS and unit economics. I have managed a Rs. 7 Cr+ monthly media portfolio, driven 17% YoY customer growth, and used incrementality testing to turn marketing activity into clear decisions leadership can trust.

CORE EXPERTISE

Performance Marketing: Google Ads (Search, Performance Max, Shopping, YouTube, UAC); Meta Ads (prospecting, retargeting, creative scaling); paid social, affiliates, influencers; budget governance

Measurement & Analytics: GA4, SQL, Power BI, Amplitude, Singular (MMP), Cube; incrementality testing; attribution sanity checks; funnel reporting; source-of-truth dashboards

Growth & Commerce: GTM strategy; CAC optimization; CRM & lifecycle; sampling / trial-led acquisition; social commerce (Instagram Shop, payment-partner campaigns); marketing-mix modeling

Economics & Discipline: CAC, CPA, LTV, ROAS, contribution margin, unit economics; scale / hold / cut decisions; ROI-accountable budget planning

Leadership & Operations: Cross-functional leadership (product, design, engineering); agency governance (10+ partners); leadership-ready reporting; Lean Six Sigma Green Belt

PROFESSIONAL EXPERIENCE

Growth & Performance Marketing Consultant — *Independent Consulting* Feb 2026 – Present

End-to-end growth engagements across paid media, organic marketing, CRM and measurement.

- Own end-to-end marketing for four businesses across event planning, dental care, wellness and clothing.
- Run performance marketing, measurement and attribution audits that surface pipeline leaks; deliver each with a weekly scorecard and a 90-day roadmap executed with client teams.
- Advise on geo-incrementality testing and budget-mix design where historical business data supports test-grade analysis.

DDM Program Manager – Pet Nutrition — *Mars Pet Nutrition, Hyderabad* May 2025 – Feb 2026

Performance marketing, sampling-led acquisition, DDM planning, social commerce and measurement for brands including Pedigree, Whiskas and Sheba.

- Drove Google, Meta and Performance Max-led acquisition initiatives with a focus on bottom-line cost efficiency.
- Ran sampling-led acquisition across media and payment-partner channels, delivering 655K samples in 3 months (50% of the annual target).
- Improved visibility into channel efficiency and reduced cost-per-sample by 40% through optimised conversion funnels.
- Led DDM reporting, planning and performance governance; launched a social-commerce integration via Instagram Shop to lift trial-to-purchase.

Product Leader – Marketing — *Brane Enterprises, India* Mar 2024 – Feb 2025

Product marketing, GTM planning, positioning and cross-functional operating systems for a product-led (SaaS) business.

- Built product-marketing workflows and launch-planning structures; created GTM narratives, positioning documents and communication frameworks.
- Partnered with product, design, engineering and business teams; supported OKR-based planning and improved launch readiness.

Deputy Manager – Digital Marketing — *Jubilant FoodWorks / Domino's Pizza India, Noida* Aug 2021 – Mar 2023

Pan-India digital marketing across acquisition, retention, app growth, CRM, paid media, influencers, affiliates and brand partnerships.

- Managed a Rs. 7 Cr+ monthly media portfolio with full ROI accountability across Meta, Google, YouTube, UAC, CRM, affiliates and influencers.
- Contributed to 17% YoY customer-acquisition growth; lifted traffic 35% and conversion 25% via CRM and app-journey optimization.
- Ran incrementality tests to validate true media contribution; coordinated 30+ stakeholders and 10+ partner agencies.

Assistant Sales Manager — *Simply Grow Technologies, Hyderabad* Dec 2017 – Nov 2018

- Managed partnerships with 35 BSE-listed AMC fund houses; expanded SIP book by Rs. 120 Cr and lump-sum by Rs. 42 Cr; 12,500+ registrations in 7 months (peak 190% MoM), 95% CSAT across 11,000+ tickets.

CONSULTING & LIVE PROJECTS

Lead Generation & Store-Location Model — Prione / Cloudtail (Amazon JV) — MBA Internship 2020

- Designed and ran A/B-tested Meta lead-gen campaigns for Amazon Easy Exclusive Stores, lifting hot-lead conversion to 66–74% and cutting cost-per-hot-lead to ~Rs. 29; built a channel cost-effectiveness framework to generate 4,000+ leads.
- Built a scalable location-scouting tool (Google My Maps + browser automation + Excel macros) that reduced store-location turnaround time by ~40%.

Return-Rate Reduction & Reverse Logistics — Jumia (Egypt) — Live Project (CM Validated) MBA

• Identified 20+ opportunities and policy changes targeting a 30% return-rate reduction; benchmarked return policy vs local/global peers and ideated 6 UX initiatives; built an interactive dashboard to track return-rate contributors across categories, sellers and warehouses.

EDUCATION

MBA — Marketing & Organizational Behavior, IIM Calcutta 2019 – 2021

B.Tech — Mechanical Engineering, NIT Calicut 2013 – 2017

CERTIFICATIONS & TECHNICAL STACK

Certifications: Google Ads — Measurement, Display, Apps & AI-Powered Performance Ads; Fundamentals of Digital Marketing; Lean Six Sigma Green Belt — KPMG.

Tools & Tech: Google Ads, Meta Ads, Performance Max, YouTube, DV360, Programmatic, Instagram Shop, GA4, SQL, Power BI, Amplitude, Singular, Cube.