

Jigyanshu Shah

+91-9729504069 | jigyanshushah69@gmail.com | [/jigyanshu-shah](https://www.linkedin.com/in/jigyanshu-shah) | Gurgaon

PROFESSIONAL SUMMARY

Growth & marketplace operations leader with 5+ years of experience driving category growth, user acquisition, and funnel optimisation across SEM, paid social, referral, SEO, and lifecycle channels. Track record of owning full-funnel demand generation and onsite experience — from GTM strategy, channel mix, and category merchandising to CRO and unit economics across marketplace, fintech, Super-App, and consumer tech businesses. Combines hands-on performance marketing execution with commercial thinking around LTV/CAC, monetisation strategy, and multi-vertical ecosystem expansion.

CORE COMPETENCIES

Multi-Channel Acquisition	Full-Funnel Demand Generation & CRO	GTM Strategy & Product Launches	Marketplace Growth & Category Management
LTV/CAC & Unit Economics	Lifecycle Marketing & Retention	Data-Driven Experimentation	Domain Migration & Technical SEO

TOOLS

Google Ads | Meta Ads Manager | GA4 | Mixpanel | Hubspot | CleverTap | Advance Excel/Google sheet | Ahrefs | SEMrush

EXPERIENCE

Cars24

Manager - Growth & Marketing

Gurgaon

Oct.2023 - Present

- Co-own growth and GTM strategy for Cars24 Australia's dealer marketplace in partnership with business leadership, contributing to demand & supply planning, customer segmentation, positioning, channel prioritisation, and revenue-linked forecasting.
 - Influencing **ECM strategy**, **listing quality standards**, **dealer selection** and inventory decisions
- Spearheading multi-vertical ecosystem launch encompassing a natively built app, web platform, and agent network, driving product-market validation, GTM roadmap, and cross-functional alignment across product, design, and operations.
- Own **upper-funnel to lower-funnel metrics** like demand generation and conversion funnel performance, leading CRO and produce experimentation to improve lead quality, inquiry relevance, and downstream monetisation.
- Contributed to marketplace business performance by influencing ECM strategy (~3 enquiries per car per month), listing quality standards, dealer selection, and inventory decisions to balance demand generation with monetisation efficiency.
- Enabled delivery of **700+ qualified dealer leads** over the last 3 months while improving marketplace trust through stronger listing standards, structured feedback loops, and tighter experience controls.
- Led domain migration from cars24.com/au to cars24.com.au, driving a 10x increase in organic acquisition across categories through technical, content, and structural optimisation; delivered **~850 C2B** and **~450 B2C** organic leads per month.
- Supported business expansion through launch of RWC as a service line and validation of adjacent opportunities including inspection and ownership-related services.

 Awarded 2024 Yearly Best Performer – Growth & Marketing

RARIO

Assistant Manager - Marketing

Gurgaon

Nov. 2022 - Oct. 2023

- Drove user acquisition and lifecycle growth during high-demand IPL cycles across paid, referral-led, and engagement journeys, with ownership across scale, efficiency, and conversion outcomes.
- Managed performance marketing during IPL season, overseeing **~\$500K** in media budgets and driving **600K installs** across digital channels.
- Reduced **CPA from \$40–50 to \$20–25** through channel optimisation, funnel improvements, and sharper acquisition mix decisions.
- Scaled organic demand during IPL with a **150% increase in traffic**, delivering **623.7K impressions** and **271.7K clicks**.
- Acquired **21K+ new buyers** through referral-led growth strategies while maintaining **~28% buyer conversion**.
- Designed and optimised lifecycle journeys to improve activation and repeat engagement, contributing to a **2–3x uplift in user engagement** over a three-month period.
- Built influencer-led acquisition funnels and landing journeys to improve install quality and downstream buyer behaviour.

coinswitch

Senior SEO Associate

Bangalore

June 2022 - Nov. 2022

- Drove organic user acquisition and conversion growth through SEO-led demand capture, landing page optimisation, and web-to-app discoverability improvements.
- Develop category communication strategy for CRM and helped team to see and uplift in engagement
- Improved organic acquisition 3x by optimising high-intent landing pages, increasing CTR, and driving incremental installs and registrations.
- Strengthened technical foundations to improve crawl efficiency, page performance, and discoverability across key acquisition journeys.
- Worked across SEO and ASO levers to improve web-to-app visibility and conversion flow across product ecosystems.

- Optimised internal linking and content architecture to improve engagement depth and user navigation across growth surfaces.
- Built reporting frameworks to track acquisition, installs, and engagement performance.



Gurgaon

March 2021 - June 2022

SEO Analyst

- Supported growth across multiple digital product lines by building site architecture, acquisition-focused content structures, and discoverability foundations for both web and app journeys.
- Created website wireframes and URL/content architecture for new and existing business verticals, aligning site structure with user journeys and search demand.
- Enabled growth across 9 product lines including FASTag, Challan, Parking, RTO, Fuel Price, New Cars, Insurance, Park+ for Business, and EV Charging, along with blogs and app discovery surfaces.
- Worked closely with product and design teams to launch new verticals and improve user-facing acquisition journeys.
- Achieved top-3 rankings in FASTag, Challan, RTO, and Parking categories, with top-10 rankings across additional growth verticals.
- Led content strategy across major categories to improve discoverability, acquisition, and category visibility.

Educational Experience

IILM University MBA - Digital Business	2019 - 2021	Gurgaon
SOL, University of Delhi B.Com (Hons.)	2015 - 2018	Delhi
D.A.V. Public School 10th & 12th	2012 , 2014	Rohtak

Projects and Freelance Experience

Martian Wallet <u>SEM & SEO Consultant</u>	New York
	1 year
Sharing Stories <u>SEM & SEO Consultant</u>	Chennai
	1 year
Save the Paws <u>Social Media Marketing Consultant</u>	Mumbai
	6 months
Pontem Integrated <u>Digital Marketing Trainee</u>	Gurgaon
	6 months
d'frens (Employee Experience) <u>Account manager/ Event co-ordinator/ co-facilitator/ Video Editor</u>	Bangalore
	1.5 years
CookTube (MNG Enterprise) <u>Social Media Marketing Trainee</u>	Gurgaon
	6 months