

# ABISHEK SHENOY

## GROWTH MARKETING SPECIALIST

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[Portfolio: sites.google.com/view/abishekshenoy](https://sites.google.com/view/abishekshenoy) | [LinkedIn: linkedin.com/in/abishekshenoy](https://www.linkedin.com/in/abishekshenoy)

*Work authorization: L2 visa holder authorized to work in the United States. No immigration sponsorship required.*

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## PROFILE SUMMARY

Growth marketing leader with 9+ years of experience driving demand generation, lead generation, and revenue growth for B2C and B2B brands. Deep expertise across paid search, paid social, ABM, email marketing, and full-funnel optimization. Proven track record of scaling acquisition through experimentation, advanced attribution, and data-driven decision-making, managing budgets up to \$25M annually.

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## WORK EXPERIENCE

### Vallure Agency

#### Growth Marketing Manager

Mar 2025 – Present | San Francisco Bay Area (Remote)

- Own end-to-end growth strategy and execution across a portfolio of B2C and B2B clients spanning hospitality, health & wellness, education, financial services, and luxury home & interiors, driving customer acquisition, lead generation, and revenue growth through paid search, paid social, video, display, and programmatic channels.
- Built and scaled a full-funnel lead generation engine for a cosmetology school, integrating paid media, landing pages, CRM, and backend automations, driving a 7x increase in leads and 58% reduction in CAC over 4 months.
- Scaled customer acquisition for a newly launched hospitality brand through creative testing and audience segmentation, growing the subscriber base 5x within the first month and achieving a CPL 66% below industry benchmarks.
- Reduced CPA by 77% and increased CTR by 15% for a health and fitness brand by refining audience targeting and leveraging pseudo-signals to optimize campaign performance.
- Drove an 8x increase in website leads for a med spa through structured A/B testing of CTAs, creative formats, and messaging across paid channels.
- Increased business banking lead volume 2x and reduced CPA by 65% for a commercial bank by improving attribution, funnel tracking, and campaign optimization.

### Position<sup>2</sup>

#### Growth Marketing Consultant

Jun 2025 – Oct 2025 | Santa Clara, CA

- Led B2B demand generation initiatives for Position<sup>2</sup> across integrated paid and organic channels, driving pipeline growth through high-intent engagement, lead capture, and nurture flows.
- Designed an ABM framework for targeting AI-first companies, by defining ICPs and target account segments, aligning buyer personas and journey stages to improve account engagement and downstream conversion.
- Owned creative and channel strategy across the funnel, shaping messaging, touchpoint sequencing, and measurement frameworks to guide execution readiness.

### Aditya Birla Lifestyle Brands Ltd.

#### Senior Brand Manager, Allen Solly

Jan 2023 – May 2024 | Bangalore, India

- Owned growth and performance marketing for Allen Solly, managing a \$25M annual budget across paid media, brand-led campaigns, creative, and measurement to drive acquisition and revenue growth.

- Led ecommerce performance marketing with a \$3M annual spend across paid search, paid social, shopping, video, display, email, WhatsApp, and CTV.
- Generated \$9M+ in paid media revenue and improved ROAS by 30% through creative testing, audience targeting, and continuous experimentation.
- Increased paid media conversion rates by 10% and reduced CAC by 20% across Search, Performance Max, and Meta by leveraging first-party data and optimizing product feeds.
- Improved AOV by 15% via high-value product catalog campaigns and reduced app install CAC by 60%, driving 10K+ monthly installs with D30 retention above 5%.
- Led an \$8M brand-led campaign across CTV, YouTube, Meta, and display, driving a 2-point lift in total awareness and a 14% increase in top-of-mind awareness.
- Partnered cross-functionally to execute digital-first GTM strategies for 8 product launches, applying experimentation and AI-assisted creative workflows to improve paid media and CRM performance.

## **Maruti Suzuki India Ltd.**

### **Deputy Manager, Marketing & Sales**

*May 2016 – Jan 2023 | New Delhi & Bangalore, India*

- Built and scaled a hyperlocal performance marketing program for dealerships, increasing digital sales contribution from 0% to 18% by capturing high-intent demand.
- Managed \$2M in annual paid media spend across Google and Meta for lead generation, supporting over \$14M in attributed sales revenue through dealership pipelines.
- Leveraged first-party data and analytics to improve targeting and reduce acquisition costs, while driving a 98% sub-30-minute lead response SLA across dealership teams.
- Led regional demand programs with a \$6M annual budget, integrating digital acquisition with brand partnerships, events, and select traditional media to drive qualified leads.
- Partnered with dealership networks across the region to operationalize paid lead generation, supporting \$80M+ in annual retail sales.

## **EXPERTISE & SKILLS**

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### **EXPERTISE:**

Performance Marketing | Growth Marketing | Brand Marketing | Digital Marketing | Media Buying | Demand Generation | Lead Generation | Paid Search | Paid Social | ABM | Attribution | A/B Testing | Creative Strategy | Affiliate Marketing | Analytics | CRO | Influencer Marketing | SEO

### **PLATFORMS & TOOLS:**

Google Ads | Meta Ads | Pinterest Ads (Certified) | LinkedIn Ads | TikTok Ads | AdRoll ABM | Apollo | ZeroBounce | Google Analytics (Certified) | Adobe Analytics | Salesforce | Google Tag Manager | AppsFlyer | CleverTap | Google Looker Studio | Hotjar | ActiveCampaign | Audienceful | Omnisend | Metricool | Mailchimp | Zapier | Adobe Photoshop | Canva

### **AI TOOLS:**

ChatGPT | Perplexity | Claude | Lovable

## **EDUCATION**

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### **MBA, Marketing, Indian Institute of Management Indore**

(Indore, India) 2014 - 2016

**Activities & Honors:** Marketing Club member | Corporate case competition finalist

### **B.E, Electronics & Communication Engineering, PES University**

(Bangalore, India) 2010 - 2014

**Activities & Honors:** Editor-in-Chief, college magazine.