



Divyansh Sharma

Growth Marketing Strategist specializing in fintech products

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Skills

Strategy

Full-Funnel Marketing Strategy • Paid Media Strategy & Campaign Management • Cross-Channel Content Creation

Organic Growth & SEO

Integrated SEO Optimization • AI Marketing Optimization • Keyword Strategy Development • Technical SEO Implementation

Marketing Analytics

Digital Marketing Analytics • Server-Side Analytics Implementation • Cookieless Tracking • Data Accuracy Optimization

Campaign Management

PPC • ABM • Programmatic Advertising • Email Nurturing • Referral Marketing

Education

KJ Somaiya Institute of Management

Post Graduate Diploma in Management (PGDM), Integrated Marketing Communications
2019-2021

School of Commerce, DAVV

Bachelor of Business Administration (BBA), International Business
2016-2019

Certifications

Marketing Analytics Certificate

Darden School of Business, University of Virginia
August 2020

Projects

Paid Media Executive - Orange Fox

Executed Google Ads campaigns for insurance brokers and agents, driving sign-ups and redirecting traffic to private community platforms.
Dec 2020 - Feb 2021

Digital Marketing Intern - Mindstorm

Enhanced social media presence for leading Indian brands across consumer durables, FMCG, and fashion sectors
Apr 2020 - June 2020

Summary

Fintech Marketing Strategist, transforming technical complexity into compelling value propositions. I have 5 years of experience turning complex fintech solutions into market winners by building campaigns that drive revenue growth and business wins.

Experience

Juspay

Growth Marketing Manager

July 2023 - Present

Bangalore, India

- Developed comprehensive growth marketing strategy across 4 global regions, achieving **115% y-o-y brand impression lift** and **64% MQL increase** with **38% cost per lead reduction**
- Managed **\$1.5M annual ad spend** across LinkedIn, Google Ads, DSPs, and content syndication platforms, **exceeding conversion benchmarks by 57%** in H1 FY 2025
- Created a targeted keyword strategy segmenting core and supporting keywords, driving **94% y-o-y organic traffic increase** in FY'24
- Executed strategic website migration (juspay.in → juspay.io) with **100% traffic recovery within 45 days** (industry standard: 3-6 months)
- Implemented cookieless, server-side analytics achieving **85% data accuracy** between ad platforms and GA4 while maintaining GDPR/CPRA compliance
- Designed referral strategy for SaaS review platforms resulting in **64% referral traffic growth**
- Developed **funnel based marketing collaterals**, including case studies, whitepapers, videos, and infographics, to enable marketing campaigns across multiple platforms.

ZestMoney

Senior Associate, Content Marketing

March 2022 - July 2023

Bangalore, India

- Developed **multi-channel content strategy** supporting key marketing campaigns and partner communications
- Led comprehensive **SEO implementation** (on-page, off-page, technical) significantly increasing organic visibility
- Created **content ecosystem** for merchant partners, improving communication flow and product adoption
- Established **brand voice guidelines** ensuring consistency across all external channels

Riskcovry

Marketing Associate

March 2021 - March 2022

Bangalore, India

- Executed a **data-driven social media calendar** and created **ad campaigns on LinkedIn** enhancing brand visibility & generating qualified leads
- Developed high-intent **keyword-focused content** increasing website traffic and media visibility
- Implemented comprehensive **SEO strategy** improving search engine visibility and site health
- Ran **targeted email marketing campaigns** across funnel, to nurture customer relationships.