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Ishaan Kapoor

Growth marketer with 7 years running paid and lifecycle for Indian D2C and SaaS brands. I own the number, not the campaign — every channel decision traces back to CAC, payback, and retained revenue.

Location

Gurugram, Haryana

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Experience

2022 – present

Growth Marketing Lead | Mamaearth | Gurugram, HR

- Scaled paid acquisition from ₹1.2Cr to ₹4.6Cr monthly spend while holding blended CAC flat
- Rebuilt the lifecycle email and WhatsApp programme, lifting repeat purchase rate from 24% to 39%
- Ran 60+ creative experiments a quarter with a documented win rate of 18%
- Built the incrementality testing framework now used across all three business units
- Manage a team of five across performance, lifecycle, and creative strategy

2019 – 2022

Performance Marketing Manager | Wakefit | Bengaluru, KA

- Owned Google and Meta spend across mattresses and furniture categories
- Cut cost per acquisition 31% in eight months through account restructure and feed optimisation
- Launched the brand's first influencer attribution model
- Built weekly channel reporting that replaced a manual spreadsheet process

Education

Symbiosis Institute of Business Management | Pune, MH

May 2018 | MBA, Marketing

June 2016 | BBA, Business Administration

Key skills and characteristics

- Paid acquisition across Google, Meta, and programmatic, at eight-figure monthly spend
- Lifecycle and retention: email, WhatsApp, push, and on-site personalisation
- Measurement: incrementality testing, MMM, and multi-touch attribution
- Analytics tooling: GA4, Amplitude, Looker, and SQL against the warehouse
- Team leadership and cross-functional work with product, brand, and finance

