



Rohan Singh

Growth Marketing Specialist | 6+ Years in B2B & B2C | Double Masters & Expertise in Data-Driven Growth Strategies

Location : Paris, France
Website : rohansingh.io
Email: contact@rohansingh.io
LinkedIn: www.linkedin.com/in/-rohansingh/

SKILLS & SOFTWARE EXPERTISE

- **Skills:** SEO, SEM, Content Marketing, Conversion Rate Optimization (CRO), A/B Testing, Multivariate Testing, Account-Based Marketing (ABM), Outbound Sales Enablement, Lead Generation & Nurturing, Marketing Automation, Email Marketing, Data Analytics & Visualization, Performance Tracking & Reporting, Attribution Modeling, Funnel Optimization, SQL, CRM Management, Predictive Analytics & Forecasting, Web Scraping, API Integrations, AI in Marketing, Workflow Automation, Landing Page Optimization, Website Performance Management.
- **Software:** Salesforce, HubSpot CRM, Salesloft, WordPress, Webflow, Zapier, Make.com, Amplitude, Google Search Console (GSC), Google Analytics (GA), Ahrefs, SEMrush, Google Ads, LinkedIn Campaign Manager, VWO, Clearbit, Asana, Github.

WORK EXPERIENCE

GROWTH MANAGER -> HEAD OF GROWTH - THE STOREFRONT

Paris, France

January 2020 – December 2025

- **SEO & Content Strategy:** Reduced Cost per Lead (CPL) by 30% through advanced SEO, AI-driven content optimization, and leveraging pillar content strategies to increase organic visibility.
- **Organic Growth:** Doubled overall website traffic and quadrupled transactional users by implementing topic clusters, optimizing on-page content, and driving high-impact organic campaigns.
- **Paid Acquisition (PPC):** Managed multi-channel paid acquisition campaigns across LinkedIn Ads, Google Ads, and TikTok Ads, reducing CAC by 20%.
- **Marketing Automation:** Designed and optimized multi-channel workflows in HubSpot, automating lead nurturing processes and increasing MQL-to-SQL conversions by 20%.
- **Conversion Rate Optimization (CRO):** Boosted trial signups by 30% through A/B testing, behavioral targeting, and creating dynamic, personalized landing page experience.
- **Data Analytics & Funnel Optimization:** Leveraged Amplitude, Google Analytics, and advanced attribution models to optimize the pirate funnel (AARRR), driving a 25% increase in conversion rates.
- **Account-Based Marketing (ABM):** Executed an ABM strategy targeting enterprise accounts, resulting in a 30% increase in deal size and a 20% reduction in sales cycle.
- **Retention & LTV Optimization:** Reduced customer churn by 15% and increased average Lifetime Value (LTV) by 20% through personalized retention campaigns, re-engagement workflows, and loyalty programs.
- **AI in Marketing:** Implemented AI tools like Open AI API & AI Frameworks to automate lead qualification, email campaigns, and audience segmentation, increasing operational efficiency by 25%.
- **Growth Experimentation:** Designed, executed, and scaled 300+ growth experiments, driving a 4x increase in transactional users and significant improvements in key metrics.
- **Team Leadership:** Led and managed a cross-functional team of 6 (3 full-time employees and 3 interns), fostering a culture of innovation and data-driven growth execution.

SDR -> OUTBOUND MARKETING MANAGER - THE STOREFRONT

Paris, France

January 2019 – January 2020

- **Outbound Strategy Development:** Designed outbound strategies targeting the US market, increasing lead response rates by 25% and growing the sales pipeline by 15%.
- **Campaign Management:** Optimized multi-channel campaigns with A/B testing, improving conversion rates by 30% and reducing CAC by 20%.
- **Performance Analytics:** Built dashboards and tracked SDR and campaign metrics, boosting SDR efficiency by 20% and campaign ROI by 15%.
- **Lead Machine Automation:** Enhanced scraping automation with new intent signals, improving data accuracy by 40% and increasing MQLs by 25%.
- **Cross-Functional Collaboration:** Aligned SDRs and marketing teams to refine processes, increasing SDR productivity by 15% and event engagement by 30%.
- **Market Expansion & Testing:** Launched outbound strategies for new countries and products, leveraging A/B testing to optimize reach and conversion, driving a 20% increase in market penetration.



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LANGUAGES & HOBBIES

- **Languages:** English, French, Hindi.
- **Hobbies:** Open Water Certified Scuba Diver, CrossFit, Traveling, Hiking, Dramatics.

SPEAKING ENGAGEMENTS

- **Guest Lecturer:** Visiting Faculty at Leading Paris Universities, Specializing in International Business, Business Development and Marketing.

CERTIFICATIONS & ACHIEVEMENTS

- GAIQ – Google Digital Academy
- Inbound & Content Marketing - Hubspot
- Scholarship holder from ITC Ltd

WORK EXPERIENCE

BUSINESS DEVELOPMENT MANAGER - ITC LIMITED

Hyderabad, India

August 2015 – August 2017

- **CRM & Customer Satisfaction:** Optimized CRM systems to manage and analyze customer interactions, achieving a 93% client satisfaction rate through streamlined workflows and personalized engagement.
- **Territorial Account Management:** Managed a portfolio of key accounts, including Bacardi, Pernod Ricard, Diageo, and AB InBev, driving \$150K in revenue through strategic partnerships and upselling opportunities.
- **Strategic Deal Negotiation:** Developed partnership proposals, negotiated, and closed high-value deals with top-tier corporate clients, contributing to sustained revenue growth.
- **Sales & Business Growth:** Exceeded \$1M annual sales targets, achieving 28% YoY business growth by leveraging effective account management and innovative sales strategies.

PROJECTS

FOUNDER - FARUSE

Paris, France

August 2022 – Present

- **Growth Marketing:** Drove 160,000 users within 18 months through SEO, content marketing, and strategic campaigns across European markets.
- **Strategic Partnerships & Collaboration:** Partnered with 20+ top-tier companies and recruitment agencies, generating 100,000 new listings monthly, expanding market reach, and securing exclusive opportunities.
- **Revenue Growth through SEO & Content Strategy:** Developed an SEO-optimized platform with over 1 million job listings, driving a 40% increase in organic traffic and contributing to a 25% uplift in platform revenue through higher ad placements and premium listings.
- **Conversion Rate Optimization (CRO):** Implemented UX and A/B testing enhancements, improving job application conversion rates by 25% and reducing bounce rates by 20%.
- **AI-Driven Personalization:** Launched advanced 10+ AI-powered search tools, enhancing job match accuracy by 40% and increasing user satisfaction by 25%.

EDUCATION

FULL STACK WEB DEVELOPEMTNT BOOTCAMP - IRONHACK

Paris, France

2023

12 WEEKS GROWTH HACKING COURSE - GROWTH TRIBE

Paris, France

2021

MASTERS IN INTERNATIONAL BUSINESS - GEM

Grenoble, France

2019 – 2020

MBA - MANIPAL UNIVERSITY

Delhi, India

2018 – 2019

BACHELORS IN TOURISM STUDIES - ITC LIMITED

Gurgaon, India

2011 - 2015