



# Vikash Jha

## Chief Growth Officer (CGO) | Marketing Strategist

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### Objective

Seeking a leadership role in growth and digital strategy to drive innovation and revenue in tech, AI, fintech, or mobile gaming sectors. Open to global opportunities that focus on digital transformation and scaling businesses.

### Skills & Tools

- **Marketing Tools:** Google Analytics, SEMrush, Meta Ads, Google Ads, Programmatic Ads, Channel Marketing.
- **Creative Tools:** Photoshop, Illustrator, Figma, Premiere Pro, WordPress, Adobe XD, After Effects.
- **Project Management:** Jira, Confluence, G-Suite.
- **Key Skills:** Growth Strategy, Team Leadership, UX/UI Design, Performance & Brand Campaigns, Digital Transformation.
- **Additional Skills:** Creative Direction, Graphics & Video Production, Task & Team Management, Process Setup & Allocation.

### Professional Summary

#### Creative Growth Leader | Digital Marketing Expert | Growth Strategist

With 13+ years of experience in digital marketing, design, and content strategy, I specialize in driving 2X growth across B2C and B2B markets in areas like product development, sales, and branding. I have a proven track record of scaling businesses and boosting revenue in startups and unicorns through Creative Direction, Growth Strategy, and Digital Transformation in industries such as mobile gaming, fintech, tech, and AI. I am skilled at leading high-performing teams, optimizing sales funnels, and delivering innovative marketing solutions that create seamless customer experiences and drive impactful results.

### Professional Experience

Dec 2023 - Present

#### ➤ Chief Growth Officer (CGO) | Alice Blue

- Directed growth initiatives, achieving a 100% increase in customer acquisition within the initial quarter, aligned with quarterly goals through direct and remarketing automation.
- Developed and led digital marketing strategies across SEO, SEM, email, social media, programmatic advertising, and channel marketing to drive lead generation and market expansion.
- Built and managed a growth team of 45+ members, establishing efficient work processes and effective team allocation to drive impactful growth and improve customer retention.
- Led cross-functional teams, resulting in consistent revenue growth through quarterly updates, collaborating across product, sales, and marketing.
- Streamlined campaign performance and optimized customer data management by implementing advanced marketing automation systems.
- Introduced innovative solutions and products such as a virtual trading app, options trading app, traders' community, webinars, experts' calls, advisory calls, YouTube podcasts, media buying, and award programs. Developed annual roadmaps with clear, actionable goal.

Jan 2022 - Aug 2023

#### ➤ Associate Director of Design | MPL

- Provided strategic feedback to designers and copywriters, ensuring 90% accuracy in user acquisition videos and digital ad campaigns, aligning with briefs and target audiences.
- Led and mentored a 20+ member in-house design team, reducing external agency dependency by 60% through effective support for marketing and product campaigns.
- Streamlined creative deliverables by establishing approval processes, communication channels, and asset management systems for in-house and external agencies.
- Allocated team tasks using scrum methodologies, creating a smooth workflow between brand managers, designers, copywriters, and the ICM team, ensuring on-time delivery.
- Built a scalable team structure by organizing skill-based design groups, establishing clear hierarchies, and managing creative outputs for multiple gaming verticals.

Jan 2021 - Dec 2022

#### ➤ Sr. Design Manager | MPL

Jan 2020 - Dec 2021

#### ➤ Sr. Designer | MPL

Jul 2019 - Dec 2019

#### ➤ Sr. Content Designer | Mech Mocha

- Led target-based performance campaigns by creating ad designs, copies, and user acquisition videos.
- Set up localization processes for apps, CMS, social media, and influencer campaigns.
- Developed a localized, target-based social media page with content designed to drive user engagement.
- Collaborated with product managers on multiple games and quiz apps, supporting market research, competitor analysis, and user acquisition strategies.
- Designed game interfaces for various gaming apps and supported localization of content for app and social media platforms.

Sep 2018 - Jun 2019

#### ➤ Content Designer | Mech Mocha

Feb 2017 - Aug 2018

#### ➤ Content Manager | Bobble Keyboard

- Created 500+ personalized GIFs and stickers and launched a creative community of 100+ artists.
- Designed in-app advertisements for partner channels in vernacular languages through expressive GIFs and stickers.

May 2012 - Jan 2017

#### ➤ Game Designer (Freelance) | Upwork

- Developed 400+ hyper-casual game assets, levels, and icons for 100+ client publishers.

Nov 2011 - Apr 2012

#### ➤ Creative Designer | Henu Studio

- Illustrated and coloured children's books for nursery rhymes, board games, and historical stories.

Nov 2010 - Oct 2011

#### ➤ Visualiser | Aptara

- Designed book covers and artworks for major international publishers, including Oxford, IELTS, and HarperCollins.

### Education

Bachelor of Fine Arts (BFA) in Applied Arts, IIFA, CCS University, Meerut (India) | 2006-2010  
Certification in Product Management, Indian School of Business (ISB), Hyderabad (India) | 2022

### Projects & Portfolio

<https://vikashj.co/view-portfolio/>