

Vikash Jha

CHIEF GROWTH OFFICER (CGO)

+91 9654655410 | vikashjha.art@gmail.com | Bangalore, India | linkedin.com/in/vikashjhaart

PROFILE SUMMARY

Growth Leader & Fractional CGO with 15+ years of experience driving Brand, GTM, Marketing, and Product strategies across fintech, gaming, AI, and B2B/B2C ventures. Proven track record of helping startups grow from 0 to 100X — leading full-funnel execution, building high-impact teams, and delivering measurable outcomes across growth metrics like CAC, LTV, SEO traffic, and retention.

SKILLS

PROFESSIONAL SKILLS

Growth Strategy | GTM Execution | Full-Funnel Marketing | Product-Led Growth | Brand Design & Positioning | UX/UI | Creative Direction | Funnel Optimization | Retention Strategy | Team Leadership | Digital Transformation

TECHNICAL SKILLS

GA4 | Google Ads | Meta Ads | SEMrush | Programmatic Platforms | CRM Tools | Figma | Photoshop | Illustrator | Adobe XD | After Effects | Premiere Pro | WordPress | Asana | Jira | Notion | Slack

WORK EXPERIENCE

CHIEF GROWTH OFFICER (CGO)

Alice Blue – Bangalore, India | 2023 – 2025

- Drove 600% year-over-year growth in B2C acquisition through a full-funnel strategy combining performance marketing with creative execution.
- Scaled SEO from 25L to 87L users and 2.6Cr+ page views via content-led growth and branded storytelling.
- Led 13 cross-functional verticals — including design, SEO, social, video, product, and performance — with structured KRAs & KPIs for alignment and accountability.
- Improved conversion rates by 10–15% through funnel automation, behavioral triggers, and retention-focused UX optimization.
- Built and scaled in-house design systems, YouTube studio, and LinkedIn newsletter to boost brand visibility and reduce agency dependency.

ASSOCIATE DIRECTOR

MPL – Bangalore, India | 2020 – 2023

- Directed creative strategy for performance marketing, ensuring 90%+ accuracy in UA videos and digital ads aligned with audience insights and campaign goals.
- Led and mentored a 20+ member in-house design team, cutting external agency dependency by 60% across product and marketing initiatives.
- Streamlined workflows using scrum methodology, improving delivery speed, collaboration, and creative approvals across teams.
- Built scalable, skill-based design pods with clear ownership to support multiple high-growth gaming verticals.

SR. CONTENT DESIGNER

Mech Mocha Games (renamed to Hello Play & acquired by Flipkart) – Bangalore, India | 2018 – 2019

- Led performance-driven campaigns by designing ads, copies, and UA videos tailored to target segments across games and social platforms.
- Built and localized content systems for apps, CMS, social media, and influencer campaigns to improve engagement and reach.
- Collaborated with product teams on game UI/UX, market research, and user acquisition strategies across multiple quiz and gaming apps.

CONTENT MANAGER

Bobble.AI – New Delhi, India | 2017 – 2018

- Created 500+ personalized GIFs and stickers, launching a creative community of 100+ regional artists.
- Designed vernacular in-app ads for partner channels using expressive visual content to boost engagement.

GAME DESIGNER

Upwork – New Delhi, India | 2012 – 2017

- Designed 400+ hyper-casual game assets, levels, and icons for 100+ global publishers.

CREATIVE DESIGNER

Henu Studio – New Delhi, India | 2011 – 2012

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

VISUALIZER

Aptara – New Delhi, India | 2010 – 2011

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

EDUCATION

Certificate in Product Management

*Indian School of Business (ISB),
Hyderabad | 2022*

BFA – Applied Arts (Advertising)

IIFA, CCS University, Meerut | 2006 – 2010

PORTFOLIO



www.vikashj.co

AWARDS

**India's Rising Star – The Brand Story
Best Leadership – Alice Blue**