

# Vaibhav Vijay

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## Professional Experience

### OptiServ Consulting

Hyderabad, India

#### Customer Experience & Growth Manager

Dec '25 – Present

- Built & scaled a lifecycle & customer growth engine using segmentation, trigger journeys, SOPs, & QA, improving repeat usage by 15%, CSAT by 9%, & response time by 27%
- Led a 25-member CX/Support team to improve CSAT and SLA adherence by implementing standardized SOPs and a structured QA review cadence.

### KPAX Marketing

Cyprus (Remote)

#### Head of Growth

Jan '25 – Nov '25

- Owned Meta, Google Ads, & ASO strategy, execution, tracking, & reporting across performance marketing funnels
- Built the paid, lifecycle, & analytics foundation that helped scale brands to ₹20–30 Cr annual revenue within 9 months
- Built and led a 15-member cross-functional team across Growth, CRM, and Operations
- Improved LTV from \$70 to \$350 and reduced payback time by 40% through retention, cohort-led monetization, & journey optimization.

#### Growth & Product Strategy Lead

Oct '21 – Dec '24

- Led 0-to-1 product launch & Go-To-Market, defining requirements, onboarding, checkout flows, payment journeys, & KPI tracking to improve adoption & conversion
- Optimized customer segmentation & lifecycle journeys, increasing repeat transactions by 15–25%, ROI by 10–20%, & reducing churn by 8–12%
- Scaled Apple Search Ads efficiently to CPA below \$4, building campaign structure, keyword coverage, & creative testing systems

### Ekatra Collective

Jaipur, India

#### Digital Marketing Manager

Dec '20 – Oct '21

- Drove demand via Meta & Google Ads, influencer seeding, retargeting, content strategy, & Email/WhatsApp CRM to boost repeat purchases and scale revenue from ₹39L to ₹1.8 Cr
- Built post Shark Tank GTM strategy: refined early Startup positioning + packaging, created the brand & narrative, executed via website + social & PR/events to drive awareness + credibility

### ThinkQuant

Gurgaon, India

#### Associate

Feb '19 – Nov '20

- Grew monthly new-user signups +57% via Google PPC/Facebook ads acquisition with ROI tracking
- Launched multi-channel CRM on MoEngage (Push/SMS/Email/WhatsApp)

## Skills & Tools

- User-Journey Design
- P&L Ownership
- Lifecycle Management
- Go-To-Market (GTM)
- Product-Led Growth
- Funnel Optimization
- Growth Experimentation
- Looker/Looker Studio
- LTV Maximization
- Growth Strategy
- Meta Ads/ Google Ads
- Apple Search Ads
- Intercom, Freshdesk
- SEMrush, Ahrefs
- GA4, AppsFlyer, Excel
- MoEngage, Customer.io

## Education

### Bachelor of Technology (Information Technology)

JECRC Foundation

India