

Manav Jain

[LinkedIn](#) | Delhi, 110052 | 88002 97955 | jainmanav3012@gmail.com | [Portfolio](#)

Summary

Growth marketing professional with **3+ years** building acquisition systems from scratch at high-growth startups. As Bosscoder's 3rd hire, built Google Ads from zero to ₹65L/month in 15 months, contributing ~60% of company revenue. At Classplus, rebuilt fragmented marketing across 6 channels, drove the company's first profitable acquisition period, and grew AOV 26% through brand repositioning. Work with owner-level accountability; looking for a high-growth environment with strong senior leadership to learn from & grow under.

Skills

Paid & Growth: Google Ads · Meta Ads · YouTube · App Campaigns · CRO · A/B Testing · Full-Funnel Strategy · Lead Generation · GTM Strategy · Brand Positioning · Offer Design

Analytics: GA4 · Google Tag Manager · MS Clarity · LeadSquared · HubSpot · WebEngage · Attribution

AI & Automation: Claude Code · ChatGPT · Bolt · Lovable · Supabase · Netlify · AiSensy · Pabbly · Zapier

Creative & Ops: Ad Creative Design · Scripting · WhatsApp Marketing · P&L Management · Team Leadership

Experience

August 2025 – Present

Classplus, Noida — Performance Marketing Manager

- **Diagnosed ₹8-10L/month in wasted acquisition spend**, rebuilt marketing operations across **6 channels**, **reducing CAC by 30%**, **growing qualified pipeline by 45%**.
- Built a micro-webinar acquisition vertical from scratch owning research, scripting, ads, tech infra, nurturing, and conversion end-to-end; **achieved 10-15% conversion rate**, outperforming all standard paid channels.
- Identified through direct sales rep feedback that customers waited for discounts; repositioned from price-led to aspiration and social proof-led, **growing AOV from ₹19K to ₹24K (+26%)** without increasing spend.
- Built internal tools such as landing pages, web apps, and a real-time sales leaderboard independently without engineering support; automated lead workflows **cutting manual operations by 40%**.
- **Owned full-cycle GTM strategy** including offer design, pricing decisions, campaign sequencing, and post-offer conversion; directed a Valentine's Day campaign generating **1.7M Instagram Reels views**.
- Manages **₹40L/month paid media** (Google Ads, Meta, YouTube, App Campaigns) and **₹50-55L/month total marketing** across WhatsApp, IVR, CRM, organic, ORM, and vendor partnerships with 3 direct reports.

July 2023 – August 2025

BossCoder Academy, Noida — Performance Marketing Lead

- Joined as the company's 3rd marketing hire and built the Google Ads channel from zero, scaling from **₹1L to ₹65L/month** in 15 months; sustained **4-5X ROAS** and contributed **~60% of company revenue (~₹3Cr)**.
- Pitched and led end-to-end development of conversion-focused landing pages as de facto product owner — wrote copy, designed UX, ran A/B tests with engineering, **improving conversion rates by 35%**.
- Promoted to Performance Marketing Lead; **managed ₹1.2Cr/month** total ads budget with 2 direct reports. **Built full-funnel revenue attribution** using GTM, GA4, MS Clarity, and LeadSquared.

Education

University of Delhi — Bachelor of Management Studies, 2020–2023

Awards

- **Ranked 4th Globally, The Product Folks Product Teardown (2024)** — Competed against 270+ senior PMs worldwide on a fintech case study (Tide). - [LINK](#)
- **Top 5 Fellow, NextLeap Product Cohort** — Growth strategy work on Zepto; recommended filters, ratings, and bundle offers to improve platform AOV - [LINK](#)
- **Top 10 Finalist, C2P Social Entrepreneurship Summit** — Out of 690+ participants nationally.