
Kevin Shelly

+91 93241 42994 | Navi Mumbai | Kevin Shelly | BSc.I.T. Grad

Sr. Growth Marketer

Growth marketer with 2+ years of experience driving acquisition, retention, and revenue through data-led experimentation, performance marketing, and full-funnel strategy. Skilled in building scalable growth systems across paid media, SEO, GBP optimization, lifecycle automation, and high-converting content frameworks. Adept at improving lead quality, lowering CAC, and creating cross-functional processes that boost conversions across marketing, sales, and product. Known for high ownership, strategic thinking, and delivering measurable, compounding growth in fast-moving environments.

Areas of expertise include:

- | | | |
|--|--|--|
| <input checked="" type="checkbox"/> Growth Strategy | <input checked="" type="checkbox"/> SEO & GBP Optimization | <input checked="" type="checkbox"/> Paid Media Marketing |
| <input checked="" type="checkbox"/> Customer Acquisition | <input checked="" type="checkbox"/> Campaign Management | <input checked="" type="checkbox"/> Performance Marketing |
| <input checked="" type="checkbox"/> Content Strategy & Creative Frameworks | <input checked="" type="checkbox"/> Whatsapp Marketing | <input checked="" type="checkbox"/> Conversion Rate Optimization (CRO) |

Professional Experience

Grexa AI, Navi Mumbai

Jul 2025 - Present

Senior Growth Associate

Designed and executed full-funnel growth strategies for a fast-scaling marketing SaaS, improving lead quality, demo bookings, and category-level performance across key SMB verticals.

Key Contributions:

- Built and managed multi-vertical growth frameworks, **improving content quality, lead intent, and funnel performance** across 50+ Google Business Profile categories.
- Created data-backed content systems, scripts, and funnel narratives that increased demo readiness and **improved conversion rates** across paid and organic channels.
- **Optimized end-to-end acquisition funnels**, enhancing lead segmentation, nurturing, and follow-up logic to boost qualified demos.
- Led strategic experiments across WhatsApp automation, GBP optimization, and ad creative frameworks to **reduce CAC and increase ROAS**.
- Collaborated closely with product, content, and sales teams to align messaging, improve customer journeys, and drive consistent revenue lift.
- **Developed reusable GTM playbooks**, category insights, and growth processes that scaled acquisition efforts across multiple industries.

Netweaver Technovations, Navi Mumbai

Jan 2025 – Jul 2025

Digital Marketing Manager

Driving lead generation, campaign performance, and brand growth for an SAP-focused EdTech training platform.

Key contributions:

- Increased lead generation **6x in 2 months through Google Ads**.
- Optimized **PPC marketing funnels**, reducing ad spend and **saving 300% in company costs**.
- Generated **30% more revenue MoM** while maintaining a low burn of resources.

Kevin Shelly - Page Two

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- Created an end-to-end funnel from **awareness to sales**, streamlining **customer acquisition and conversions**.
- Spearheaded WhatsApp and **email automation**, resulting in a **30% increase** in student engagement and webinar sign-ups.
- **Reduced cost-per-lead (CPL) by 10x** while improving **ROAS by 7x**.

Stotodo, Mumbai

March 2024 – Dec 2024

Marketing & IT Lead

Grew online sales and audience reach through full-stack digital campaigns, automation, and technical marketing solutions, including Shopify Store development.

Key contributions:

- Managed Google Ads and Meta Ads campaigns, **driving a 35% YoY increase in sales** via paid channels.
- Built and executed customer lifecycle automation via WhatsApp + email, **improving retention by 22%**.
- **Led weekly strategy syncs with founders**; operated with end-to-end ownership of digital brand presence.

Souzagad, Mumbai

March 2024 - Dec 2024

Lead - Marketing Technology and Analytics

Led digital growth and brand presence for a luxury hospitality business catering to HNI clientele.

Key contributions:

- **Designed and executed high-intent Google Search campaigns**, improving villa bookings by 45% QoQ.
- **Implemented targeted Meta Ads**, along with content creation, to drive traffic and significantly boost the company's sales and revenue streams.
- **Directed CRM strategy and automation (WhatsApp, email)** to maintain personalized guest communication pre- and post-stay.
- **Advised ownership on promotional strategy**, tech stack upgrades, and property branding initiatives.

Why Hire Me?

I lead cross-functional teams in executing high-impact digital campaigns that drive conversions. Combining strategic thinking with technical know-how, I deliver growth through performance marketing, influencer campaigns, automation, and data-driven decision-making.

Available for immediate hire. Let's discuss how I can contribute to your marketing success.

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