



Kashish Gupta

E-Mail: x26kashishg@iima.ac.in Mobile: +91 7982416512 LinkedIn: [linkedin.com/in/kashish-gupta-00/](https://www.linkedin.com/in/kashish-gupta-00/)

Summary

Marketing professional with 4+ years of experience driving growth for D2C brands across European markets. Expertise in full-funnel strategy and paid media, with a strong track record of scaling revenue, entering new markets, and optimising performance. Combines data-driven decision-making with consumer insights to deliver sustainable business impact.

Professional Experience

Manager- Media Buying | The Ayurveda Experience | Gurgaon

- Drove \$25M+ in revenue for the Europe business in FY26 through marketing campaigns
- Led a team of 4 associates to scale multiple digital channels (Meta, Google, TikTok) and geographies (UK, France, Germany, Switzerland, Italy, Nordics, etc.) to drive growth through new customer acquisition and retention

Media Buying Associate | The Ayurveda Experience | Gurgaon

- Scaled the EU business to \$21M in FY25, delivering ~7x growth from FY22 to FY25
- Managed \$1M+ monthly budgets across Meta, Google, Amazon and other emerging ad platforms to achieve revenue goals at target ROAS; consistently contributed 25%+ to company topline (\$10M+)
- Designed and executed data-driven growth strategies across 6 European and UK markets, achieving 72% YoY revenue growth
- Supported marketing strategy for stores in multiple countries, including market sizing, launch planning, competitive benchmarking, pricing and COGS assessment
- Launched and scaled 3 new markets (Italy, Spain, Netherlands) from scratch, leading market analysis, payment localisation, localised campaigns, and purchase journeys for multiple products. Key wins include:
 - repositioned an eye-care product in Italy with the Occhi Gonfi campaign, increasing website traffic by 2.6x
 - introduced Klarna and Pay-on-Delivery, doubling revenue in Germany and Italy
- Owned the quarterly product launch calendar, aligning with inventory forecasts, trends and category performance; collaborated with finance, business planning and supply chain on pricing, COGS and SKU decisions
- Planned and managed seasonal 360° campaigns (Black Friday, Christmas, Summer Sale) from product positioning and creative strategy to conversion tracking and upselling, ensuring full compliance with EU norms
- Leveraged data-driven insights and performance metrics to optimise paid media campaigns while maximising conversions at a profitable ROAS; built Excel-based models that tracked ad cost, LTV, CAC and daily pacing
- Developed CRM strategy across email and WhatsApp, analysing performance metrics to improve retention
- Introduced new media platforms like TikTok, Pinterest, and X (Twitter) to increase reach

Education

B.Com (Honours) – *Shaheed Bhagat Singh College, University of Delhi* | India | 2018- 2021

License & Certifications

Fundamentals of Digital Marketing, Google Digital Academy (Skillshop)
Inside LVMH, LVMH

Co/Extra-curricular

- Volunteer at the Mon Ami Foundation
- Head of Marketing at TEDxSBSC, Shaheed Bhagat Singh College
- Co-author of the chapter 'Comparative Analysis of Corporate Governance Practices in select Developed and Developing Countries' in the book 'Corporate Governance and CSR: Principles, Policies and Practices' at Shaheed Bhagat Singh College