

JOMIN P JOSE Growth/Digital Marketer

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SUMMARY:

Growth and Performance Marketing Leader with 11+ years of experience helping B2C, D2C, and eCommerce organisations achieve profitable, scalable growth through data-led marketing and optimisation. In the last three years, scaled Intellect's ARR 9x and grew Ora's revenue by 170% through creative experimentation, conversion and channel optimisation, and data-driven attribution.

"Managed Jomin in the role of Head of Performance Marketing at Ora. Jomin's data-driven approach and creative strategy translated into measurable ROI improvement. Strategic thinking and collaboration were instrumental in driving sustained revenue outcomes." – Harneet Bhalla, CMO, 1000Farmacie, Naples, Italy.

SKILLS:

Growth & Performance: Growth Strategy, Google Ads, Meta Ads, YouTube, Affiliate & Influencer Marketing, Funnel Optimisation (CRO / A/B Testing), SEO, Lifecycle & Retention Strategy, Customer Acquisition & LTV:CAC Optimisation.

Analytics & Attribution: Google Analytics 4 (GA4), Google Tag Manager (GTM), Looker Studio, Mixpanel, Appsflyer, Attribution Modelling, Marketing Automation Tools.

PROFESSIONAL EXPERIENCE:

B2C Growth Marketing Lead

Intellect, Singapore | Jul 2024 - Aug 2025

- Led the revenue P&L and led end-to-end growth across Clinic and Telehealth verticals, aligning annual forecasts, campaign strategy, and acquisition goals with business KPIs.
- Drove 9x ARR growth (\$90K to \$650K) by optimising acquisition channels, campaign efficiency, and website conversion, supported by data-led funnel design, lead nurturing, and pricing strategy.
- Reduced CAC by 50% and enhanced LTV:CAC to 9:1 by strengthening tracking and attribution visibility through GA4, GTM, and enhanced conversion infrastructure, improving decision accuracy and profitability.
- Refined ad relevance (CTR +45%) and conversion (CVR +27%) through creative and landing-page experimentation across SG, AU, EU and US markets.
- Doubled organic traffic and lifted repeat conversions by 20% through integrated SEO and MoEngage-powered retention systems.

Performance and Growth Marketing Consultant

Multiple Start-ups, India & International | Dec 2023 - Oct 2024

- Partnered with 6+ D2C, health-tech, and consumer brands to build and scale growth systems that optimised ROI and CAC efficiency by leading go-to-market launches, product-market fit tests, and analytics infrastructure for early-stage teams.
- Increased marketplace revenue by 50% for Shakaharry through conversion rate optimisation, A/B testing, and PDP enhancements, driving sustainable acquisition growth.

Head of Performance Marketing

Ora Group, Malaysia & Singapore | Jun 2022 - Sep 2023

- Delivered USD 1.6 M in new-user revenue and grew ARR to USD 7 M (+65% YoY) by leading performance marketing, owning the P&L, and scaling three D2C healthcare brands to measurable outcomes.
- Doubled ROAS and cut CAC 60% through full-funnel optimisation, messaging refinement, and audience scaling across Google Ads, Meta, and YouTube, maximising efficiency on a USD 3.4M budget.
- Generated 20% incremental revenue by launching paid campaigns for secondary product categories, expanding market share and diversifying acquisition channels.
- Expanded D2C reach and retention across Southeast Asia through multi-market scaling frameworks and targeted pricing and localisation tests that unlocked new customer segments.
- Accelerated campaign velocity and creative throughput 40% by leading a six-member cross-marketing team and overseeing agency execution for consistent KPI delivery and faster go-to-market cycles.

Manager – Growth Marketing

Glance Digital Experiences, Bengaluru | Apr 2021 - Jun 2022

- Boosted daily engaged-user (DEU) conversion by 15% across a 90 M base through onboarding improvements, gamification, and incentive-led engagement strategies.
- Grew daily active users (DAU) 6% by reactivating churned users and upgrading 30% of medium-engagement users to high-engagement segments through content-based experiments, improving retention and platform stickiness.

Growth Hacker

Fanfight (A23.com), Bengaluru | Dec 2019 - Apr 2021

- Tripled the user base (1.8M to 5.5M) through multi-channel acquisition, landing-page optimisation, vernacular campaigns, partnerships, and performance-driven Meta Ads initiatives.
- Expanded affiliate transactions 8x (5K to 40K daily users) during IPL 2020 and reduced CAC by 45% via full-funnel optimisation, high-frequency campaign testing, and regional performance experiments on a USD 3.5 M+ budget.

Marketing Manager

Fantain Sports, Chennai | May 2014 - Dec 2019

- Grew two gaming apps from 0 to 4M users in 20 months with a 22% sign-up-to-purchase conversion rate, driving early-stage growth from launch.
- Expanded acquisition channels (2 to 10+) sustaining 24% CMGR, while building retention journeys that improved CVR 15% and reduced churn 7%.
- Drove 20%+ incremental revenue growth and a 50% MoM lift through influencer collaborations, lifecycle marketing, and LTV-driven campaign strategies.

EDUCATION:

MBA in Marketing, SRM University.

BE in Computer Science Engineering, VTU University.

CERTIFICATIONS:

Advanced PPC specialist (Simplilearn) | Content Strategy and Customer Analytics (Coursera) | Market Research (Kay Base)