

# Madhav Chawla

Deputy General Manager || Growth

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Linkdn

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## SUMMARY

Curious and impact-driven growth marketer with **6 years of experience scaling D2C and e-commerce brands** through full-funnel strategy, performance marketing, and retention innovation. Currently leading growth for three brands at **Honasa (Mamaearth Group)**. I specialize in turning data into decisions and campaigns into business outcomes. From media mix modeling and CRM journeys to discounting experiments and **P&L ownership**, I thrive at the intersection of creative testing and **structured problem-solving**. Deeply hands-on with **Meta, Google, SQL**, and more—I'm always learning, always iterating, and always chasing meaningful, measurable growth.

## WORK EXPERIENCE

### Honasa

Deputy General Manager – Growth July 2024 – Present || Honasa Scotch Award Winner

- Own end-to-end revenue, **performance marketing (Meta/Google)**, and retention for 3 D2C brands
- Led smart investment allocation project using media mix modeling (MMM) to identify the optimal mix of channel, platform, and creative type
- Led a large-scale **Discounting Strategy & Offer Optimization project to improve topline and margins across D2C**
- Spearheaded new product launches** on owned D2C website, driving market entry from zero to scale by testing value propositions, pricing, and funnels to establish product-market fit.
- Executed large-scale sale events delivering up to 10x BAU revenue through meticulous planning, live monitoring, and alignment across creative, tech, supply, and media teams.
- Led SEO strategy for Honasa's D2C websites — conducting technical audits, optimizing site architecture, and building keyword-led landing pages — resulting in a **45% YoY increase in organic sessions** and improved ranking for **30+ high-intent keywords**.

### Snapdeal

Growth Manager, Jul 2023 – Jul 2024 || Best Team Player Manager Award & Value Champion Award

- Lead a young, inexperienced team to successfully execute key projects and boost the **PNL of performance marketing from 115% to 125%**
- Developed and deployed an **organic order propensity model** with the Data Science team, redirecting marketing spend to more effective, incremental orders
- Ran mobile web → app transition strategy; unlocked **1.2x LTV and 10% CAC reduction**

Associate Growth Manager, Mar 2022 – Jun 2023 || Mountain Mover Award

- Improved conversion rates** by doubling down on core sizes/colors (top-selling variants) in apparel; removed SKUs with out-of-stock key variants, driving higher campaign efficiency and ROI
- Conducted multiple geo test to measure **marketing channel incrementality**; insights helped refine budget allocations and uncover true share of organic orders
- Built dynamic bid engine for user cohort campaigns using **LTV and incrementality models**; implemented bid multipliers to improve efficiency across performance channels
- Built a multi-touch attribution model using incrementality curves to optimize channel mix and ROI

Senior Growth Analyst, Jan 2020 – Mar 2022 || Mountain Mover Award

- Reduced RTO from Paid revenue by 300BPS, using historical data and pattern recognition
- Owned product feeds for all Paid channels, resolving leakages and improving coverage by 800BPS
- Reactivated good Dormant users, with sharp targeting, working with Meta team to increase audience match rate

## EDUCATION

### Bachelor of Engineering

Thapar Institute of Engineering and Technology, Patiala • 2016-2020

### Class 12th (CBSE)

A.P.J Public School • 2014-2016