



Madhav Chawla

IMPACT HIGHLIGHTS

- Drove **~25% YoY topline growth** and **8–10x BAU revenue** during sale events across D2C brands through disciplined **full-funnel performance marketing and funnel optimisation**
- Managed **media budgets of AED 3–4 million** across Meta and Google, with direct ownership on **ROAS, CAC, and contribution margins** — improved marketing CM from **5% to 12%**
- Built **incrementality testing, cohort-based attribution, and propensity models** that redirected **10–15% of spend** toward high-incremental users, improving blended efficiency by **7–9% ROAS uplift**
- Strong ability to **diagnose business problems** and translate them into **clear performance, media, and growth strategies** from P&L trade-offs to daily campaign decisions

WORK EXPERIENCE

July 2024 - Current

Deputy General Manager - Growth Honasa

- Owned end-to-end **performance marketing across Meta and Google** for 2 D2C brands with direct accountability for **revenue, ROAS, and scale**; drove **BAU daily revenue ~20%** via audience prioritisation and media mix reallocation
- Led **creative strategy, content calendar, and A/B testing** across formats and audiences, improving **CTR ~15%** and ensuring consistent brand voice across paid and owned channels
- Led **SEO strategy** including technical audits, site architecture, and keyword-led landing pages, driving **45% YoY growth in organic sessions** and rankings for **30+ high-intent keywords**
- Led **mobile web to app migration** unlocking **1.3x higher LTV** and **~10% CAC reduction**; built reporting and forecasting frameworks to guide weekly investment decisions

July 2023 - July 2024

Growth Manager Snapdeal

- Owned **user acquisition and performance marketing** across Meta and Google; drove **CM3 from 2% to 5%** through funnel optimisation, dynamic bid engine, and spend efficiency
- Developed **organic order propensity model** with Data Science, redirecting spend toward high-incremental orders and reducing wasted budget
- Partnered with **product and tech teams** to improve tracking, attribution, and campaign measurement; built performance dashboards supporting daily optimisation and leadership reporting

March 2022 - June 2023

Associate Growth Manager Snapdeal

- Ran **geo-level incrementality tests** improving budget allocation accuracy **~20%**; built **multi-touch attribution model** driving **7–9%**

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PERSONAL SUMMARY

Growth and performance marketing leader with **6+ years** of experience owning **GMV, and unit economics** across large-scale **e-commerce and D2C** businesses. Currently driving **P&L and growth outcomes** for 2 brands at Honasa Consumer (Mamaearth parent), managing a **media budget of AED 3–4M**. Prior marketplace experience at Snapdeal. Strong operator specialising in **full-funnel strategy, incrementality-led budget allocation**, attribution modelling, and cross-functional execution at scale.

SKILLS & TOOLS

- **Performance Marketing (Meta, Google Ads, Tiktok)**
- **Ecommerce & D2C Growth Funnels**
- **Creative Strategy & A/B Testing**
- Attribution, Incrementality & Cohort Analysis
- Budget Ownership & ROAS Optimisation
- MMP Tools (Appsflyer, Brand, Adjust Etc)

ROAS uplift

- Improved **conversion rates 12–15%** by doubling down on top-selling variants and removing low-stock SKUs from campaigns
- Built **dynamic bid engine** for cohort campaigns using LTV and incrementality models; implemented bid multipliers improving efficiency across performance channels

EDUCATION

January 2020

Bachelor of Engineering

Thapar Institute of Engineering and Technology, Patiala