

Ankit Kumar

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📁 Portfolio

in kmankit1234

EDUCATION

Indian Institute of Technology, Delhi

2013 – 2018

B.Tech & M.Tech in Mathematics & Computing

WORK EXPERIENCE

Lead - Growth & Strategy @ Nbyula (AI Agentic Global Study & Work Abroad Marketplace)

Bangalore

Scaled from **\$50K** → **\$2.3M+** Monthly GMV in **5 months** via AI-agentic workflow automation

Sep'25 - Present

Marketplace Growth & GTM

- Scaled Monthly GMV from **\$50K** → **\$2.3M+** (Sep'25–Jan'26) **67.8X YoY** GMV Growth & **11.7X YoY** Revenue Growth, driving **15.6% compounded MoM marketplace sales** growth across 6 activated marketplace verticals
- Drove **LTV to \$4,791**; Built **upsell & cross-sell** motion achieving **26.3 upsells** per user and **10.3 cross-sells** per user (last 90 days)

Product & AI Automation

- Reduced seller service **cost by 90%**, **TAT to 1/6th**, and keeping platform tech ops cost at **<\$0.42/user/month** by defining product requirements of **AI-powered seller tools** (Unified Spaces, Sales Automation, Ops Automation)
- Operationalised a **3-layer agentic** lead funnel increasing lead handling efficiency by **44X (vs Human)** — cutting cost per call from **\$22.7** → **\$0.06** and processing **800k+ AI messages** across IG, WhatsApp & Web at **<3 sec** response time

Partner & Seller Ecosystem

- Designed end-to-end **AI-assisted sales workflow** (Pre-Call Intelligence → Live Assistance → Post-Call Automation) that scaled loan vertical conversion from **1–2%** industry average → **18%**; drove **\$160K GMV** for a single partner at **3.75X ROAS**
- Built strategic partnerships with **15+ Tier-1 VC-backed** players representing **\$3.6B+** in collective capital raised

Head of Growth & Strategy @ Bshopy (Cross-Border Ecommerce)

Noida

Drove **₹2Cr+** overall GMV; Achieved **2x Revenue** of FY'24-25 in just 3 months of FY'25-26

May'25 - Sep'25

Growth & Marketing

- Analyzed **1M+ SKU's**, tested **600+** products; optimised audience mapping to increase **CTR 2% → 9%** & reduce **CAC by 50%**
- Drove **ROAS of 11+** across **50+** advertising campaigns through structured performance marketing consistently for 5 months
- Engineered & grew a proprietary influencer database of **5,000+ Tier-1**, aesthetic, and GenZ creators, expanding reach across channels

Product Optimisation

- Increased conversion rate from **1% → 4%** in 1 month; **prepaid orders 15% → 25%** & reduce **RTO by 20%** via 2-layer RTO risk tags
- Deployed automated nudges for cart recovery to convert **20% abandoned carts** & converted **10% COD orders** → **Prepaid**

Co-Founder @ Zaamo E-Commerce Pvt Ltd

New Delhi

Raised **\$2M** & scaled to **₹1Cr+** monthly GMV; Led end-to-end strategy & growth of **fashion e-comm**

Aug'21 - May'25

Growth & Marketing

- Secured **pre Series-A** funding from prominent VC's & angel investors including **Ashneer Grover** (Ex-Bharat Pe), **Kunal Shah** (CRED) & **Varun Alagh** (MamaEarth); channelled capital to drive **₹10Cr+ overall GMV** across **55K+** products at **AOV of ₹2,000+**
- Orchestrated **₹64L+** marketing budget generating **39M+** impressions across **50+** campaigns; onboarded **1,000+ brands** & **900+ influencers** from **18K+** creator signups at **93% influencer retention rate**

Product Strategy

- Spearheaded **product roadmap & lifecycle**; **13M+** product views; **4M+** unique users; **30k+** app downloads, **12k+** customer orders
- Designed UI/UX for **50+ product features**; optimised **CAC by 50%**, increasing **MAU by 7k+** users with a **20% repeat user rate**

Co-Founder @ Sheeko (Content Marketing Agency)

New Delhi

Built a **₹5Cr+ ARR bootstrapped** business across Finance, FMCG, Tech, Fashion & Beauty industry

Jul'18 - Aug'21

Strategic Media Planning

- Increased **profit margin by 4X**; **TOP CLIENTS** : ITC, Mondelez, MTR, Hero, Toyota, Netflix, Myntra, GroupM, Dentsu & Omnicom
- Designed **media strategies** & delivered over **5,000+ branded content** across India with budgets ranging upto **₹70L** per campaign

Product & Partnerships

- Monitored over **300M+** content pieces via our **SaaS tool**, enabling data-driven insights on engagement & audience demographics
- Built & managed an **extensive network** comprising of **1L+ influencers** driving strategic marketing campaigns

EXTRA-CURRICULAR ACTIVITIES

- Inter-IIT **Football** Sports Meet contingent member for 3 years; **1 Gold & 3 Silver Medals** in Inter-college tournaments
- Participated in **10+** National & Institute level football leagues; played a pivotal role securing the General Championship Trophy twice

TECHNICAL SKILLS

AI Agentic Workflows, RL environments, Growth & Strategy, Cross-Functional Team Leadership, Product Strategy, Data Analytics, UI/UX Principles, GTM, Metabase, Python, CSS, HTML, Javascript, Google Analytics, Amplitude, Firebase, Figma, Facebook Ads, JIRA