

KARTIK BALPANDE

Growth Marketing & AI Automation Specialist

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SUMMARY

Growth marketer with 8 years in paid media, performance marketing and marketing automation, who also builds the AI systems behind the campaigns: WhatsApp lead-qualification agents, website audit and lead-sourcing agents, and lightweight ERPs. Manages up to ₹15L+ a month in combined ad spend across Google, Meta and LinkedIn for B2B, SaaS, e-commerce and local-service clients in 5 countries.

EXPERIENCE

Hype It On | Co-founder & Head of Growth

Jun 2023 – Present | Remote

- Co-founded a growth and AI automation agency. Manage up to ₹15L+/month in combined paid media across Google, Meta and LinkedIn Ads.
- Wrote the agency's AI sales engine in Python: an audit agent that converts website defects into a monthly ₹ revenue-loss estimate, and a lead agent that sources and scores prospects from Google Maps. 32 businesses served across 5 countries.
- **Eorb Solutions (B2B SaaS)**: ran a ₹6.6L/month ad budget and built a WhatsApp lead-qualification agent (OpenAI API + n8n) delivering 400+ qualified leads a month with no manual triage.
- **V4Veg (B2B produce supply)**: built a Google Apps Script ERP with a Gemini copilot that reads Hindi WhatsApp orders into structured orders. Gives each client kitchen 2–3 hours back every morning.
- **Golden Threadz (Shopify, ethnic wear)**: built a 4-currency store and ran Meta Ads, SEO and CRO for India and Australia. Revenue up 3.2x in 90 days.
- **Style Story Salons**: hyper-local paid campaigns, CRM rebooking flows, and the salon's print and social system: menus, stationery, offers and franchise campaigns.
- **Magnum Ore Industry (mining equipment)**: built Google Business Profile, IndiaMART, JustDial and LinkedIn presence from zero into a steady inbound enquiry channel.
- **Pixxel City (photo studio, Nagpur)**: booking-ready website, Google Business Profile and local SEO for pre-wedding and portrait searches.
- **International wellness brand (via partner agency)**: led ₹8.4L/month Meta and Google awareness campaigns as contract lead marketing manager.

Taskmo | Digital Marketing & Social Media Manager

May 2018 – May 2023 | Nagpur

- Owned digital marketing and brand building for a gig-economy marketplace across LinkedIn, Instagram, Facebook and YouTube, from launch to scale.
- Cut cost per lead to ₹12 against a ₹65 category benchmark (81% lower) with hyper-local Meta Ads targeting gig workers and employers.
- Grew the LinkedIn following 180% in 12 months, organically. Built Looker Studio dashboards used in weekly leadership reviews to track campaign ROI.

SKILLS

Performance marketing: Google Ads, Meta Ads, LinkedIn Ads, YouTube Ads, CRO, A/B testing, remarketing, lookalike audiences, bid strategy

Growth & demand gen: B2B lead generation, outbound, IndiaMART, JustDial, Google Business Profile, local and technical SEO, GTM strategy

AI & automation: OpenAI API, Claude API, Gemini API, n8n, Make, Zapier, Clay, WhatsApp agents (Twilio), Vapi voice agents

Build & analytics: Python (FastAPI, Playwright), Google Apps Script, HTML/CSS/JS, Shopify, WordPress, GA4, Tag Manager, Looker Studio, HubSpot, Klaviyo

Creative: Midjourney, ElevenLabs, CapCut, Figma, ad copywriting

EDUCATION

B.Sc., Shivaji Science College, Nagpur | 2017