

SANKALPA BANDYOPADHYAY

Enterprise Digital Marketing | Performance + Product-Led | B2C/B2B/Fintech

Analytical, data-driven, and highly strategic **Senior Performance Marketing Leader** with 12+ years of experience scaling customer acquisition, funnel optimization, and automated MarTech frameworks. Proven track record of owning **$20M+ annual budgets** and driving **$300M+ in attributed revenue** while achieving a **10:1+ LTV:CAC ratio**. Expert in building 0-to-1 growth playbooks, running highly structured A/B experimentation engines, and leveraging advanced data analytics to eliminate customer drop-offs. Exceptional history of driving cross-functional alignment across **Product, Engineering, Data Science, Compliance and Finance teams** to build scalable, revenue-generating mechanisms in complex global ecosystems.

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CORE EXPERTISE

- **Omnichannel Performance Marketing:** High-velocity paid/organic acquisition across Google, Meta, and Apple Search Ads.
- **0-to-1 Playbook Development:** Designing customer acquisition strategies for new verticals and high-growth segments.
- **Lifecycle & Retention Loop Engineering:** Minimizing conversion friction, mapping customer journeys, and scaling retention.
- **Advanced MarTech Infrastructure:** End-to-end governance of SFMC, MoEngage, PostHog, GA4/GTM, and CDP systems.
- **Data Analytics & Attribution Modelling:** Multi-Touch Attribution (MTA), incrementality matrices, and pipeline analytics.
- **Cross-Functional Leadership:** Managing matrixed teams (analysts, creatives, engineers) and global business stakeholders.

Martech | Analytics | CX Transformation Stack

- **Core Analytics & BI:** GA4, Analytics 360, Google Tag Manager, Power BI, MicroStrategy, PostHog
- **Marketing Automation & CRM:** Salesforce, SFMC (Salesforce Marketing Cloud), MoEngage, Marketo, Dynamics 365, SAS CI 360
- **AI & Modern Work Tools:** Claude Code, DeepSeek, N8N, Figma, Miro
- **Paid Acquisition Engine:** Google Ads, Meta Ads, LinkedIn Ads, Apple Search Ads, Search Ads 360

WORK EXPERIENCE

Marketing Head

Zapcom Group Inc- ***A global tech and AI company driving digital growth across FinTech, Airlines, TravelTech, and Retail.***

10/2024-present

Tasks/Achievements

Lead global marketing & digital growth strategies across fintech, banking, and enterprise sectors, utilising AI-driven customer acquisition, marketing automation, and predictive analytics.

- **Global Airline Performance Engine:** Own and scale a **$5M omnichannel performance marketing** budget for a tier-1 global airline client in association with Sabre(NDC)
- Built and scaled a full demand generation engine from the ground up across four global verticals, delivering **$800K in ARR** within the first year
- Redesigned the **customer retention and checkout experience** for a flagship product line, directly reducing drop-off and recovering lost revenue
- Instituted a **performance governance rhythm** across the marketing function, shifting the team's focus from activity metrics to revenue-linked outcomes
- Positioned enterprise solutions within **complex platform ecosystems (Sabre, Amadeus, Optiv)** spanning travel, security, and fintech verticals; demonstrated ability to navigate multi-stakeholder buying and integration partner relationships across North America, MENA, and EMEA

Head of Digital Marketing

Mashreq Bank- ***It' s the oldest privately owned bank in the United Arab Emirates and one of the largest banks in the middle east.***

03/2021-10/2024

Tasks/Achievements

Led a team heading digital marketing and new customer acquisitions for **investments, SME and insurance** overseeing AED 50M+ in marketing budgets.

- **Budget & Revenue Ownership:** Directed a 15-member cross-functional squad (analysts, developers, creatives) managing a **$20M+ performance budget; delivered $300M+** in attributed revenue across 4 product lines.
- **Revenue Ownership:** Drove **AED 300M+** in attributed acquisition revenue across a 4-product banking portfolio, sustaining an average **LTV to CAC ratio above 10:1**, well beyond industry benchmark
- Designed and implemented **predictive retargeting frameworks for Insurance and Financial Services products, improving lead nurturing efficiency and reducing CAC by 32%** through behavioural segmentation
- Unlocked a breakthrough acquisition channel for premium banking **through LinkedIn-led targeting**, becoming a model replicated across other high-value segments
- Conducted end-to-end assessment of **digital customer journeys across Insurance and Banking products**, identifying friction points across **lead capture, onboarding, policy discovery, and conversion workflows** to improve funnel efficiency.

- Built **persona-led lifecycle marketing** journeys and cross-sell frameworks across insurance and premium banking segments, increasing **customer progression** into high-value portfolios
- Pioneered the **UAE's first facial recognition** account opening experience, establishing Mashreq as the **first-mover in biometric digital banking**
- Led digital growth and customer acquisition strategy across Insurance, Investments, SME Banking, and Retail products, managing AED 50M+ budgets and transforming digital customer journeys across acquisition, onboarding, and retention
- Partnered with **Product, CRM, and Insurance business teams** to **redesign digital lead management workflows**, improving lead-to-conversion visibility and sales handoff efficiency.

Digital Director

Turnkeyz Global- *A bootstrapped media services and Ad Intelligence SaaS firm with clients across US, UK, AU and India.*

12/2018- 02/2021

Tasks/Achievements

- **B2B SaaS Scaling:** Transformed bootstrapped media firm into **cloud-based ad intelligence platform**, integrating competitor insights to onboard 20+ SMB tech clients with 95% retention
- Onboarded **20+ SMB clients in less than 22 months by leveraging Linkedin Ads**, Facebook and Google Ads
- **Portfolio Leadership:** Scaled agency revenue 300% by onboarding 20+ SMB clients in 22 months; mentored 5 junior strategists (3 now at Fortune 500 firms).
- **Client Advisory:** Served as trusted C-suite partner for Neo Banking/Real Estate clients; negotiated 7-figure contracts with 95% retention.Tested more than **200 million Audiences in B2B and B2C** categories across platforms like Google, Quora, Linkedin

Senior Manager Product Marketing

Classklap Pvt Ltd- *An Ed-Tech organisation with personalised app based learning solutions and is funded by LGT Impact and Aspada.*

09/2015-11/2018

Tasks/Achievements

- Led a team of 6 to achieve marketing and product goals, including **lead generation, application purchase, journey iterations**
- Scaled game-based ERP SaaS to 1M+ users (US/UK schools) via retention loops and referral engines.
- Deployed Predictive Content Module to engage students and improve average **digital purchase velocity** by 18%
- Utilized Retargeting Strategy with Facebook and Google ads resulting in an increase of **3x app downloads every month**
- Used Email Marketing to engage existing users and target potential users with an overall click rate of 18% and open rate of 63%

Corporate and Enterprise Sales

Bharti Airtel- *Also known as Airtel, is an Indian global telecommunications services company based in New Delhi, Delhi NCT, India.*

03/2014- 08/2015

Tasks/Achievements

- Built and managed a **portfolio of high-value enterprise clients** in real estate and manufacturing sectors, acquiring **top 5 zonal accounts** within six months.
- **Generated ₹15Cr+ in annual recurring revenue**, contributing to one of the region's highest B2B growth rates.
- Utilized **CRM systems to forecast pipeline** and track account-level performance, contributing to **25% YoY** portfolio growth.

EDUCATION

Bachelor of Technology

West Bengal University of Technology
2008-2012

MBA

Vanguard Business School
2012-2014

CERTIFICATES

LinkedIn Marketing Strategy Certification
Credential ID h2dptgo4tgj2

Google Ads - Measurement Certification
Completion ID: 61042347

Google Ads Search Certification
Completion ID: 60898694

Google Ads Display Certification
Completion ID: 61314655

Hubspot Social Media Certification
Completion ID: 9a7220ded00c422096e6ae64dac33aad

Google Digital Garage
Completion ID: TDM APE Q8Z

Google Ads Video Certification
Completion ID: 61040997

Google Search Ads 360 Certification Exam
Completion ID: 61314271

Google Shopping Ads Certification
Completion ID: 61413807

REWARDS AND RECOGNITION

- Marketing Leadership Award- MGM Las Vegas (2025-2026)
- Awarded as Champion by the Insurance Digital Squad (2023-2024)
- Awarded as Gold Star Award of Mashreq Gold Segment at Mashreq (2022-2023)
- Awarded as top contributor and Agile Winner within 3 months at Mashreq (2021-2022)
- Promoted in 10 months at Mashreq to report to Marketing Head (2022-2023)
- Onboarded as Shareholder and Head of Digital Marketing for Turnkeyz (2020-2021)