Dhavalaganga Acharya *Masters in Business Administration*

Performance Marketing · Paid Social & Search · Growth Analytics · Authorized to work in Germany
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MBA graduate with 5 years of hands-on performance marketing experience, owning Google Ads, Meta, and SEO across multi-account client operations. Built and led a digital marketing function from zero, managed cross-functional delivery, and drove measurable acquisition and conversion outcomes for D2C and FMCG brands.

EDUCATION

Masters in Business Administration *The Hague University of Applied Sciences — 2025*
Bachelors in Biotechnology Engineering *Manipal Institute of Technology — 2019*

WORK EXPERIENCE

Digital Marketing Lead *Jan 2020 – March 2024*

Essel Advertising · Udupi, Karnataka, India

- Built and led the agency's digital marketing function from the ground up, hired and managed a team of 6 (performance marketing, content, design, SEO, UI/UX, finance), introduced Trello, Slack, and Google Workspace as the team's core workflow infrastructure
- Grew the agency's digital client base from zero, pitching and onboarding the first digital client and scaling to a multi-account operation across FMCG, education, and exhibition retail; independently consulting for 2 additional FMCG brands in the final year
- Owned Google Ads and Meta Ads strategy across 4+ concurrent client accounts, managing campaign setup, bid optimisation, and budget allocation; delivered weekly performance reports with KPI variance analysis, monthly strategic reviews with client POCs, and semi-annual board-level presentations covering campaign ROI and growth recommendations
- Drove a 5% increase in conversion rate for a D2C client by running structured A/B tests, identifying checkout drop-off bottlenecks through heatmap analytics (Hotjar), and implementing targeted CRO fixes
- Led a 2+ year digital mandate for an engineering college from managing admissions campaigns, social media, Google Ads, and UI/UX consulting, to contributing to full admissions across 4 of 5 undergraduate departments
- Managed cross-functional delivery across content, design, and performance teams using Agile sprint workflows (Trello/Notion Kanban), running daily standups, weekly client POC meetings, and monthly board presentations simultaneously

Assistant Operations Manager *April 2019 – December 2019*

Essel Advertising · Udupi, Karnataka, India

- Coordinated 10+ simultaneous campaigns annually across print, billboard, and SMS channels for a client operating on a ~EUR 500k annual advertising budget from tracking milestones, flagging delivery risks, to ensuring compliance across all active workstreams
- Managed ~15 vendor relationships across print, SMS broadcasting, and venue rental from handling quote sourcing, invoice reconciliation, timeline negotiation, to cost compliance from first contact through final delivery
- Contributed directly to creative direction on admissions campaigns for a pre-university college, providing youth-perspective inputs on copy and visuals during client-facing meetings with the marketing director and CEO
- Authored post-campaign process documentation that was carried forward into subsequent campaign cycles, reducing briefing gaps and improving operational consistency across the agency
- Promoted within 9 months to Digital Marketing Lead, heading the agency's newly formed digital function as a direct result of performance in this role

CONSULTING & RESEARCH EXPERIENCE

Strategy Consultant: MBA Consultancy Project *March 2025 - June 2025*

Cympha Orchideeen BV · Netherlands · Agri-tech startup (sound-induced plant growth)

- Led feasibility assessment using 5 peer-reviewed papers to validate acoustic plant growth technology; structured findings into a go/no-go decision framework for the client
- Applied Porter's Five Forces and SWOT to map the competitive landscape; synthesised analysis into three innovation pathways with comparative risk-return profiles
- Designed pilot parameters and developed a 39-point SOP, enabling the client to run a structured, repeatable experiment independently post-engagement
- Built supplier benchmarking and cost models with three-scenario analysis (conservative, base, optimistic), giving the client a clear picture of scale-up economics

MBA Researcher: Marketing Strategy *Sept 2024 - June 2025*

The Hague University of Applied Sciences · Thesis: Performance Marketing vs. Brand Building for Dutch SMBs

- Designed and executed a mixed-method study across 100+ Dutch SMBs, combining quantitative survey analysis with qualitative expert interviews to identify marketing strategy gaps
- Synthesised findings into a tiered recommendation model covering short-, mid-, and long-term strategy levers, grounded in 5+ peer-reviewed frameworks
- Presented conclusions to academic supervisors, translating complex research into structured, practical recommendations with clear decision criteria
- Produced full written deliverables: literature review, methodology documentation, findings report, and executive summary

SKILLS

Digital Marketing: Google Ads · Meta Ads Manager · SEO/SEM · CRO · Hotjar · Google Analytics · Canva

Strategic Frameworks: Porter's Five Forces · SWOT · Scenario Analysis · Feasibility Modelling · Cost-Benefit Analysis

Research & Analysis: Mixed-Method Research · Survey Design · Expert Interviews · Literature Review · Data Synthesis

Project Delivery: Agile (Scrum / Kanban) · Sprint Planning · SOP Development · Stakeholder Management · Notion · Trello · Jira · Budget Management

Output Production: PowerPoint · Excel (modelling & reporting) · Word · Google Workspace · Canva

LANGUAGES

German: Intermediate (B1) **English**: Fluent (C1) **Hindi**: Fluent (C1) **Kannada**: Native (C2)