AARYAN BANSAL
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Professional Summary

*Growth Marketing and Brand Strategy professional with **3+** years of experience in performance marketing, content strategy, Go-to-Market (GTM) execution and brand positioning across D2C, HoReCa, real estate, fintech and wellness; co-founded Celtic Productions, scaling it to **₹18L** revenue and **20+** clients, with a proven track record in customer acquisition, community building and Meta Ads optimisation.*

Education

MASTERS' UNION — 2026-Present
PGP in Technology & Business Management | Awarded a **10%** scholarship under the Founders' Bursary for Entrepreneurs | Placed in the top **7%** of **6,000+** teams in The Ken's case competition by building a voice-AI pet-care agent and its GTM plan — **Gurgaon**

PANJAB UNIVERSITY — 2017-2020
Bachelor of Commerce | Self-taught technical analysis and derivatives trading beyond coursework, building **₹5L** portfolio strategies — **Chandigarh**

BAL NIKETAN MODEL SR. SEC. SCHOOL — 2016-2017
CBSE Class XII | Conceptualised and ran Sarthak, an inter-school IT fest with **150+** participants across Chandigarh, for **3** years — **Chandigarh**

ST. STEPHEN'S SCHOOL — 2014-2015
ICSE Class X - **85%** | Elected House Captain, leading **600+** students to an Inter-House Sports Tournament win — **Chandigarh**

Experience

CELTIC PRODUCTIONS *(Content and Performance Marketing Agency)* — May'25-Present
Co-founder — **Chandigarh**

Brand Strategy & GTM
- Launched Gharista's home care to **₹10L+** revenue in **3 months** by building its baby-safe brand positioning, pricing and GTM
- Scaled Vestbox's AUM **5x** from **₹1.5Cr** to **₹8Cr** in **12 months** by spearheading full-funnel GTM strategy and execution
- Drove Court & Co to **₹45K** daily revenue and full capacity across **3** courts in **3 months** via brand strategy, content and ads
- Generated **₹65K** revenue in **3 days** and **4.8M+** views across **17** reels for Pav Bhaji Express via a social-first launch campaign

Performance & Content Marketing
- Doubled Automarkt Ninja's Meta Return on Ad Spend (ROAS) from **3x** to **6x** via funnel analysis and creative testing
- Expanded Soul Sanskar's community **10x** to **15K**, unlocking **₹20L+** revenue via community building and content strategy
- Grew Club Cherry's pickleball tournament from **17** to **65+** team registrations via Meta Ads and event marketing

Business Development & Team Leadership
- Scaled the agency to **₹18L** revenue at **30%** operating margins in **14 months** through price and client mix optimisation
- Acquired **20+** clients across D2C, HoReCa, real estate, fintech and wellness via a referral-led, near-zero-CAC engine
- Led an **8**-member team across strategy and delivery, halving shoot time via a location-aware RAG scripting system in Claude

MERCH RAJA *(Digital Marketing Agency)* — Aug'23-Jul'24
Growth Associate — **Mohali**

Client Acquisition & Growth
- Closed **11** retainer accounts worth **₹4.5L+** MRR by building a **300+** qualified-lead pipeline through demand generation
- Cut client acquisition cost to near zero by converting co-working network interactions into retainer accounts
- Fuelled the agency's scale-up from **5** to **16** members in **12 months** by heading the client acquisition and onboarding

Content & Social Media Marketing
- Added **8,000** Instagram followers for Gulfin Properties in **3 months** by A/B testing creatives across paid ad campaigns
- Shipped **25+** creative assets weekly across **10+** accounts by owning onboarding, stakeholder alignment and timelines
- Co-developed and marketed Trading Coach Raj's course by driving product adoption through customer insight

COMPETENT FINMAN *(Financial services and investment firm)* — Mar'22-Oct'22
Technical Research Analyst — **Mohali**
- Analysed **800+** stocks in **3 months**, turning trend and price action data into weekly market insight reports
- Delivered **1.2-2.5%** average monthly returns on a live **₹25L** portfolio via hedged, risk-managed option strategies
- Developed Microsoft Excel backtesting models to test hypothesis-driven strategies, using TradingView and NSE data

CYBER PANTHERS *(SEO Blogging Company)* — Nov'20-Apr'21
Content Writer — **Chandigarh**
- Published **75+** researched biographical articles in **6** months while meeting editorial accuracy and turnaround standards
- Researched and fact-checked profiles across business, sports, and entertainment for factual accuracy

Projects

SKU YOU LATER ***(****Dropshipping Challenge venture, Masters' Union)* **| Co-Founder** — Jul'26-Sep'26 — **Gurgaon**
- Ranked **5th** of **57** teams with **₹30L+** revenue and **64%** ROI on **₹2.5L** capital, anchored by **₹16L** in cold-pitched B2B deals
- Proved product-market fit via a **500K**-view organic reel with **27.4K** shares and **500+** DMs, driving **₹6L+** online sales
- Captured **₹8L+** B2C sales and a **₹3L** single-day peak at Cyber Hub by running **12** pop-up stalls in high-footfall malls

Certifications

CHARTERED FINANCIAL ANALYST LEVEL I | *CFA Institute* — Jun'26
- Cleared Level I covering financial analysis, equity investments, portfolio management, derivatives, and ethics
- Applied valuation and quantitative frameworks to evaluate business performance and investment decision-making

Leadership

- Earned NCC 'A' Certificate on completing National Cadet Corps training and camp requirements — 2015
- Organised blood donation camps with Blood Bank Society, Chandigarh, supporting community health outreach — 2014-2015

Skills

Business Skills: Growth Marketing | Performance Marketing | Brand Strategy | Brand Positioning | GTM Strategy | Content Strategy | Community Building | Demand Generation | Campaign Management | A/B Testing
Technical Skills: Meta Ads Manager | Meta Business Suite | Google Ads | Instagram Insights | Shopify | Canva | Notion | Microsoft Excel