Sayantan Bar

Growth Marketing Manager — GTM · Customer Acquisition · Omnichannel Retail

Bengaluru · bar.sayantan@yahoo.co.in · +91 81709 54054 · linkedin.com/in/sayantanbar

SUMMARY

Growth marketer with 7+ years across go-to-market, customer acquisition and omnichannel retail. Founded a D2C brand and bootstrapped it to ~₹1 Cr revenue; built the first digital marketing function at a 30-year-old, ₹500+ crore retail chain.

KEY RESULTS

~₹1 Cr	₹10	7 / 7	+30%
revenue bootstrapped at HostelCo.	ad spend per customer acquired	college partners renewed every year	IT category YoY growth at Harsha

EXPERIENCE

HostelCo. — Founder & Growth Operations Lead

Mar 2023 – Mar 2026 · Bengaluru

- Designed two hostel-essentials bundles replacing four vendor trips — 95% of buyers chose a bundle at 2.1× AOV (₹4,076 vs ₹1,914).
- Hit ₹18 lakh revenue in 90 days through college partnerships; paid media used only for awareness at ~₹10 per customer.
- Built a B2B2C model: partnered with institutions for the customer pool, making colleges the repeat buyers — started with 5 institutions, grew to 7, all renewing annually.
- Pre-arrival email & WhatsApp campaigns locked in students before they left home: 90% of a 240-student batch ordered in a ten-day window.
- Negotiated direct manufacturer tie-ups and benchmarked every nearby shop, pricing bundles 5% below local stores at 30–35% gross margin.
- Set up the entire business solo: GST, MSME and Shop Act registrations, warehousing via Stownest, and Porter for last-mile delivery to campuses.
- Owned full P&L, budget, warehousing and logistics; led 5 full-time and 7 part-time staff.

Future Nirmaan Enterprises — Marketing & Operations Lead

Oct 2021 – Mar 2023 · Bengaluru

- Ran B2B business development across month-long sales cycles, aligning clients, partners and internal teams.
- Sourced tenders and competitive bids; built project-manager relationships that brought repeat contracts.

Harsha Retail (PRL) — Marketing Manager · 20+ stores

Oct 2018 – Oct 2021 · Karnataka

- Built the first digital marketing function at a 30-year-old, ₹500+ crore retailer; 22% of campaign visitors bought.
- Ran full-funnel ATL and BTL marketing — print, radio, billboards and hoardings — managing ~20% of the brand's marketing budget with monthly per-store ROAS reviews.
- Digital campaigns opened a new customer segment of school and college-goers, driving 30% YoY growth in the IT category (smartphones and laptops).
- Co-marketing with Samsung, Apple, HP, Lenovo and LG amplified new product launches across stores.
- Launched 4 new stores (14 → 18) with local celebrity tie-ups, averaging 120% of opening-week footfall targets.
- Ran the annual sale: ₹50 crore+ in 7 days, ~10% of yearly revenue; helped launch the loyalty program — members showed 18% higher AOV.

SKILLS

Marketing & Brand: Brand marketing, Campaign management, Loyalty programs, Retail partnerships, Store launches
Strategy & Growth: GTM strategy, Customer acquisition, B2B + B2C partnerships, Pricing & bundling
Operations: P&L ownership, Budgeting, Risk management, Team leadership, Logistics, Warehousing
Ads & Analytics: Meta Ads Manager, Google Ads, Google Tag Manager
Tools: Zoho, Swipe, Claude, Gemini

EDUCATION

PGDM Marketing — IFIM Business School, 2018 · B.E. Mechanical — EWIT (VTU), 2016