HEAD OF GROWTH AT DEMANDNEXUS · PUNE, INDIA

Aditya Marin Gasga

Growth and go-to-market marketer with eight years across SaaS, healthtech, gaming and consumer brands. Paid media, partnerships, pricing and launches.

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1.8% → 5.0%

consultation booking rate

Gaba Healthcare

USD 1.26M

in sales from 4 creator partners, 319% above target

The Cirqle · Color Street

5 of 50

studios vetted and closed (10%)

Yes2Games

2 → 5

client accounts, all retained

DemandNexus

CASE STUDY · GABA HEALTHCARE

Building an inbound engine for a telepsychiatry SaaS

Marketing Project Manager · Gaba Healthcare · Feb – Dec 2023

1.8% → 5.0% consultation booking rate	**12 → 20** daily qualified calls (+67%)	**5,000 → 9,000** monthly organic visitors (+80%)	**35%** of qualified calls driven by SEO

The situation

Gaba Healthcare is a telepsychiatry SaaS based in New York, serving patients across seven US states. When I joined as Marketing Project Manager there was no inbound engine, and paid media of about USD 20,000 a month was the main lever. The job was to build the whole motion: pages, tests, budget allocation, organic search and the team to run it.

The plan

FIVE MOVES, IN THE ORDER THEY WERE BUILT

1
Segment
A separate landing page for each patient condition, so the message matched the search.

2
Test
Trust-focused page variants A/B tested against those pages.

3
Reallocate
40% of Meta brand spend moved into high-intent paid search.

4
Educate
Patient-education topic clusters for organic search.

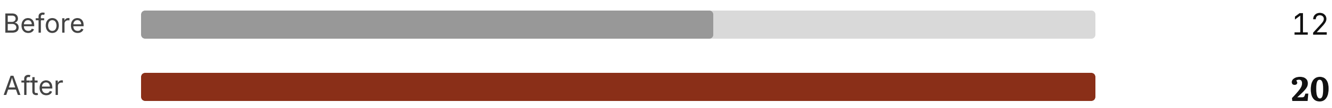
5
Earn links
Backlink partnerships with WebMD, Teladoc Health and Indeed.

I also hired and managed a **five-person distributed team** to run it.

The results

CONSULTATION BOOKING RATE

DAILY QUALIFIED CALLS



Up 67%.

MONTHLY ORGANIC VISITORS

Up 80%. SEO drove 35% of qualified calls.

What each lever was aimed at

LEVER	AIMED AT	RESULT
Condition-level pages and trust-focused A/B tests	Booking rate	1.8% to 5.0%
Moving 40% of Meta brand spend into high-intent paid search	Qualified calls	12 to 20 a day
Topic clusters and backlink partnerships	Organic traffic	5,000 to 9,000 visitors a month

The levers ran in parallel, so I treat the pairing above as where each one was aimed, not as a clean attribution of each result.

What I would reuse

1. **Fix the conversion path before adding spend.** A page that converts 5.0% makes every dollar of media go further.
2. **Segment by intent.** In healthcare, the reason someone searched is the message.
3. **Move budget toward intent that pays back.** Brand reach and high-intent search are different jobs; fund the second when the first is not converting into calls.
4. **Earn links from properties that already have trust.** WebMD, Teladoc Health and Indeed carry authority a new site cannot buy.

> SCOPE
>
> The USD 20,000 a month was the paid media budget I managed. The results are for the Gaba account over February to December 2023.

CASE STUDY · THE CIRQLE

USD 1.26M in sales from four creator partners

Content Strategist · The Cirqle · Jun 2021 – May 2022

USD 1,258,200	6.3x	30,019	4
in sales, 319% above the USD 300,000 target	return on ad spend, up from 3.0x on Meta	sales at a USD 40 average order	creator partners

The objective

Color Street sells real nail polish strips for salon-quality manicures at home. It came to The Cirqle to test creator-led commerce over the holiday season with one number to hit: **USD 300,000 in sales within four months**, at an average order of about USD 40. That is roughly 7,500 orders.

SALES AGAINST TARGET

The result is 319% above target. It is also about four times the order volume the target required.

The strategy

The campaign ran full funnel: creator content to build demand, and paid amplification behind it to convert that demand. Two audience segments, **mothers and beauty enthusiasts across the US and Canada**, were the focus, and the brand recruited **four creators** aligned with them rather than a wide roster.

FIVE PURCHASE WINDOWS THE CONTENT WAS TIMED TO

Black Friday · Cyber Monday · Christmas · New Year · Valentine's Day

Copy was tested at volume: **120 ad-copy variations** were A/B tested across the campaign, so the paid budget went behind what was converting.

My part

I was the Content Strategist on the account. My work sat in three places:

- **Audience personas and creative.** I directed the personas and the creative for the campaign.
- **Paid media.** Over about a year in the role I managed around USD 30,000 a month in paid media, mostly Meta, working with the founder.
- **Creator selection.** I designed the creator-vetting framework the team used, described below.

HOW CREATORS WERE SCORED

Audience authenticity · Engagement · Past conversion · CPM

Before this framework, creator selection had leaned on gut feel across several brand clients. Scoring on four measurable criteria made the choice repeatable and easy to defend to a client.

> **ALSO IN THIS ROLE**
>
> I ran Meta Ads for CVS, The Pill Club, Routinely and Galatea.

The results

META ADS RETURN ON AD SPEND

MEASURE	RESULT
Sales	USD 1,258,200
Target	USD 300,000 (four months)
Above target	319%
Sales count	30,019
Impressions	5.3 million
Return on ad spend	6.3x, up from 3.0x on Meta
Creator partners	4

Spread across the four creators, that is about USD 315,000 of sales per creator partner, counting the paid amplification behind each. Creator-level splits were not published, so treat it as an average.

What I would reuse

1. **Score partners before signing them.** Four chosen on evidence carried a campaign that a longer, looser list might not have.
2. **Time content to the buying windows.** The five holiday dates were planned for, not stumbled into.
3. **Test copy at volume.** With 120 variations in play, budget followed the winners.
4. **Read return on ad spend as a scale signal.** A rate above 6x is the point at which putting more money in is a real option.

WHERE THE FIGURES COME FROM

The campaign figures above are from The Cirqle’s published case study of this campaign. The description of my own role, the vetting framework and the media budget come from my own record.

CASE STUDY · YES2GAMES

Closing five studios from fifty, on a deal-economics model

Marketing and Partnerships Manager · Yes2Games · Oct 2025 – Feb 2026

5 of 50
studios closed from those vetted (10%)

8%
projected annual revenue lift from the model

49
games in the portfolio

220M
monthly active players on Playgama

The situation

Yes2Games is an HTML5 games publisher based in Singapore. Its 49-game portfolio is distributed through Playgama, which carries 220 million monthly active players, and Yandex. Growth needed more titles, and the Indonesian studio market was fragmented with no established price for a deal.

Studio acquisition

HOW THE PROGRAMME RAN

1
Source
Studios across the Indonesian market.

2
Vet
50 studios screened against the same criteria.

3
Model
A deal-economics model: what a title was worth to the portfolio against what a studio would accept.

4
Negotiate
I ran the negotiations myself.

5
Close
5 studios signed.

STUDIOS VETTED AND CLOSED

The model made each go or no-go a numbers question. It projected an **8% annual revenue lift** across the acquisitions.

Spending where players stay

I built a **D7 and D30 retention prioritisation matrix** across the portfolio. D7 and D30 are the shares of players still active a week and a month after first play, so the matrix ranks titles by how well they hold an audience. Marketing spend then moved to the top-quintile titles, which lifted revenue per dollar deployed.

Pricing a title

I also worked on the pricing, strategy and partnerships for **Zero One Protocol**, a title that shipped on Android, iOS and Steam. This was title-level pricing, set alongside the launch strategy and platform partnerships.

What I would reuse

1. **Write the model before the negotiation.** Knowing what a deal is worth to you sets the walk-away line before anyone is in the room.
2. **Keep the funnel numbers.** 5 of 50 is a rate I can plan against. A partner pipeline can be forecast if you know what share of vetted candidates close.
3. **Rank by retention, spend on the top.** Marketing dollars behave differently on titles that keep players.

> SCOPE, STATED PLAINLY
>
> The 8% figure is a projection from the model. I left in February 2026, before it could be measured against actual results. The five studios were one-time acquisitions, not recurring channel partnerships, so enabling and retaining partners over time is work I have not yet owned in this form.

CASE STUDY · DEMANDNEXUS

Growing and holding a US and Europe client book

Head of Growth · DemandNexus · Apr 2026 – present

2 → 5 client accounts, all five retained	**USD 100,000+** combined quarterly contract value across the five	**4 hrs → 1 hr** weekly competitor and account research (−75%)	**3 + ~30** senior managers and people in the growth function

The situation

DemandNexus is a B2B demand-generation agency working from Pune and Denver. I am the Head of Growth. I lead the growth function through **three senior managers and around thirty people**, and I own the function’s acquisition P&L, the senior client relationships and new business for a US and Europe book.

FUNCTIONS IN THE GROWTH TEAM

- Outbound sales development
- Content
- Paid acquisition
- Operations
- Design

The client book

CLIENT ACCOUNTS

All five are still active. Combined value: USD 100,000+ in quarterly contract value.

The book went from two accounts to five, across the US and Europe. Holding them matters as much as winning them, so I track retention next to growth.

The commercial layer

I built the parts of the business that make the service sellable:

- **Positioning.** Value propositions for each service tier, competitive positioning against rival agencies, and messaging frameworks for client accounts.
- **Pricing and packaging.** Service tiers set from competitor research and unit economics (what a price must cover, what delivers profit, what reaches profitability), repriced against demand, with ad-hoc purchases on the hot tiers as an upsell path.
- **Campaign pricing.** Each campaign is priced inside those tiers on three variables.

WHAT A CAMPAIGN IS PRICED ON

- The client's industry
- The campaign's difficulty
- The delivery time

The process layer

- **Inbound-to-pipeline playbook.** A handover process for booked appointments, with a form that turns each one into a one-page, client-ready handover PDF.
- **BANT-T qualification framework** for technical buyers. Both are now standard across client engagements.
- **New AI agents launched to existing customers,** an expansion move into the installed base.

An AI-assisted operation

A small function can cover a wide surface if the recurring work is written down and automated.

TOOL	USED FOR
Claude and GPT-4o	Content variants, SOPs and process audits
n8n and Make	Outbound personalisation and reporting
Cursor and Claude Code	Landing pages and internal tools, shipped without an engineering hand-off

WEEKLY COMPETITOR AND ACCOUNT RESEARCH

A 75% cut.

What I would reuse

1. **Price from unit economics, then adjust on demand.** The tier frame keeps the conversation simple; per-campaign variables keep it fair.
2. **Write positioning against named alternatives.** A value proposition means more next to the rival it is beating.
3. **Automate the weekly work first.** The research hours came back to the team for client work.

> **SCOPE**
>
> The five accounts are my portfolio inside a larger agency. Figures are for that book, and the contract value is combined across the five, not per client.

STRATEGY WORK · BRAND AND DEMAND TEARDOWN

Why Empowrd AI's content reaches HR practitioners when its buyers are consultancy founders

Written for Empowrd AI · August 2026

The brief

Empowrd AI sells to people-first consultancies. I reviewed everything the market can see: the website, both founder accounts, the company LinkedIn page and TikTok. Every finding below can be checked against those public properties. The recommendations are a teardown and a plan. Nothing here was implemented.

What I found

1. The content and the positioning address different people

The homepage is precise and well written. It speaks to founders of people-first consultancies who are stuck at a ceiling of roughly $300K, depend on referrals and sell their hours. The channels speak to someone else:

- The TikTok handle brands itself “AI 4 HR Pros”.
- The company LinkedIn runs AI-news digest content, such as Pulse recaps on Workday, T-Mobile and BCG, aimed at in-house HR practitioners.
- The services and clients pages add a third audience: enterprise boards and multi-region compliance case studies.

That makes three ideal customers for one ten-person team.

> The person the content reaches and the person who books a discovery call are two different people. Content ships on time and earns very little because of that mismatch. The posting cadence was never the problem.

Fix: rebuild every channel around the consultancy-founder buyer, with a content spine tied to their three stated pains: unpredictable pipeline, pricing capped by hours, and delivery eating evenings. The practitioner and enterprise tracks become segmented journeys and stop competing as front doors.

2. The founder engine builds an audience without starting conversations

One founder posts daily in a first-person, build-in-public voice. It works as an audience machine and I would leave it alone. What is missing is the wiring underneath: there is no consistent path from post to DM to asset to booked call, so attention never turns into traceable pipeline.

The other founder brings real authority, as a former CPO with 20+ years of experience and strong public endorsements. That authority is split between a separate speaker platform and Empowrd, so the equity she builds does not compound into the company. The buyer also rarely hears from the one founder who has sat in their pre-consulting corporate seat.

Fix, a two-voice architecture on one narrative spine:

- The former CPO owns trust, people and responsible adoption. She is the proof that the brand is people-first.
- The systems-and-growth founder owns systems, growth and build-in-public. He is the proof that it works.

- Every post links to one asset the company already owns, the AI Readiness Scorecard, which is strong, low-friction and currently invisible from social. The path is comment-to-DM, then scorecard, then booked call, traceable end to end.

3. The trust layer would not survive a five-second check

The buyer is a skeptical senior operator who left corporate for reasons like these. Three fixes for week one:

ISSUE	WHY IT MATTERS
The "Join 1,000+ leaders" section shows placeholder avatars from a stock-photo API	One right-click undoes the trust the page is trying to build
The enterprise logo marquee (IBM, Nvidia, DeepMind, OpenAI, McKinsey) does not match a solo-founder buyer	Peer proof converts this buyer, and enterprise logos raise questions
A 2025 copyright footer, plus an off-brand Blogspot satellite describing a different, enterprise-facing company	It dilutes brand searches

None of it is expensive, and all of it compounds, because this segment buys on trust before capability.

4. The report engine exists and is parked

The 2026 Workforce Intelligence Survey sits on the resources page. Proprietary data is the cheapest earned media a bootstrapped firm can own. One report becomes the PR hook, twelve founder posts, a webinar, the summit keynote and the SDR's opening line. The summit follows the same logic: the report is the content, the stage is the channel, the speakers are distribution, and attendees arrive pre-qualified by the scorecard. It is one flywheel and not four separate projects.

The plan

The brief said exact figures would be set with the founders, so I proposed a sequence. The principle is measurement before spend and positioning before volume.

DAYS	FOCUS	WHAT HAPPENS
1-14	Instrument and repair	UTM discipline, call-source tagging and CRM fields, so the CAC baseline starts on day one. Ship the trust-layer fixes. Audit the written-but-unlaunched strategies and ship the fastest one for momentum.
15-45	One buyer, two voices	A positioning document every channel answers to. A founder content system with weekly themes mapped to the three pains, in each founder's existing voice, needing about 15 minutes a day from them.

DAYS	FOCUS	WHAT HAPPENS
		The scorecard becomes the default call to action, with comment-to-DM flows automated in n8n or Make.
46-75	Demand engine v1	Relaunch the survey as the report engine with a PR push, a founder post series and a webinar. Scope the first summit or partner event as a demand channel, with a cost-per-qualified-conversation target set before money is spent. Scope and open the SDR role so it is fed by demand and not cold volume.
76-90	The number	The first CAC-by-channel read with payback periods, replacing “we don’t know”. Kill and scale decisions on every channel made from data. Next-quarter figures set with the founders against a baseline that finally exists.

What this shows

I start from the causal question of who the content reaches and who buys, and I trace it back to money before proposing any calendar. The findings are all checkable from public pages, and each one comes with a fix that is cheap or already owned. The plan sequences measurement ahead of spend, so the first ninety days end with a number the team can act on.

Projects

Publication · live · Astro · Cloudflare

The Counter Brief

An independent, source-checked AI news publication. I built the site on Astro, wrote the brand system (a script regenerates the logo, palette and X assets), and run it end to end.

https://thecounterbrief.com

Web app · live · React · Vite · Supabase · Cloudflare Pages

Daily

A personal operating system that helps you find the few things that matter most each day. Built with Claude Code and Cursor: the data model, offline behaviour and a calendar-sync function included. Around 3,500 automated tests.

https://daily-4rd.pages.dev

Internal tool · DemandNexus · Vanilla HTML/CSS/JS · Cloudflare Workers

Appointment Handover Sheet tool

A form that turns a booked sales appointment into a one-page, client-ready handover PDF: prospect, qualification, meeting details. Used by the campaign managers.

Game · in development · TypeScript · Colyseus · Vite

Meltdown

A co-op party game where the person doing the task cannot see their own resolve code, so the crew has to read it aloud to each other. Multiplayer server on Colyseus, client on Vite.

Marketing site · live · Astro

DemandNexus landing and guide pages

Landing pages and long-form guide pages shipped in Astro with Cursor and Claude Code, without an engineering hand-off, including an ROI calculator and structured data for search and answer engines.

https://demandnexus.io

Experience

Apr 2026 – present	**Head of Growth, DemandNexus** B2B demand-generation agency · Pune and Denver
Oct 2025 – Feb 2026	**Marketing and Partnerships Manager, Yes2Games** HTML5 games publisher · Singapore (remote)

Jan 2024 – Oct 2025	**Independent Growth Consultant, Early-stage clients across sectors** Remote
Feb 2023 – Dec 2023	**Marketing Project Manager, Gaba Healthcare** Telepsychiatry SaaS · New York (remote)
Jul 2022 – Feb 2023	**Community Manager, Storms** Web3 gaming, an iCandy Interactive subsidiary · Singapore (remote)
Jun 2021 – May 2022	**Content Strategist, The Cirqle** Influencer marketing platform · Netherlands (remote)
Apr 2020 – Jul 2021	**Marketing Specialist, Ondot Media** B2B publishing · India · Rising Star Award 2021
Jun 2018 – Dec 2019	**Marketing Associate, Urbo** Netherlands (remote)

Education: BA Business Administration, Northumbria University, Singapore · 2016 – 2018