

Aditya Marin Gasga

Head of Growth · Go-to-market, pricing, paid media, AI-augmented operations

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SUMMARY

Eight years of growth and go-to-market across gaming, healthtech, B2B SaaS and consumer brands: launch planning, pricing and packaging, paid media, partnerships and segmentation. Head of Growth at DemandNexus: own and grew a five-client US and Europe book, all five retained, leading a growth function of 3 senior managers and around 30 people. Eleven years in Singapore, 2007–2018, schooling through university.

EXPERIENCE

Head of Growth · DemandNexus · Pune + Denver · Apr 2026 – Present

- Own and grew a US and Europe client book from 2 accounts to 5, all five retained, worth a combined USD 100,000+ in quarterly contract value.
- Lead the growth function through 3 senior managers and around 30 people across SDR, content, paid acquisition, operations and design.
- Set the pricing and positioning: tiers priced off cost to serve and margin, campaigns priced on industry, difficulty and delivery time; value propositions per tier, competitive positioning, client messaging frameworks.
- Ship landing pages and internal tools with Cursor and Claude Code; AI-augmented operations cut weekly competitor and account research by 75%.

Marketing & Partnerships Manager · Yes2Games · Singapore (Remote) · Oct 2025 – Feb 2026

- Took Zero One Protocol to market on Steam, Android and iOS: pricing, go-to-market strategy and partnerships.
- Closed 5 studio acquisitions from 50 vetted in Indonesia on a self-built deal-economics model projecting an 8% revenue lift.

Independent Growth Consultant · Remote · Jan 2024 – Oct 2025

- Cut CAC 20% for early-stage clients on sub-USD 1,000 budgets by closing funnel gaps before scaling.

Marketing Project Manager · Gaba Healthcare · New York (Remote) · Feb 2023 – Dec 2023

- Telepsychiatry SaaS, 7-state US footprint, USD 20,000 a month in paid media, five-person team.
- Built landing pages segmented by patient condition, lifting consultation booking rate from 1.8% to 5.0%; drove +67% daily qualified calls (12 to 20) by moving 40% of Meta brand spend to paid search.

Community Manager · Storms · Singapore (Remote) · Jul 2022 – Feb 2023

- Planned full marketing launches for Quantum Ark and Kyo across teams in Indonesia, Singapore and India; Kyo shipped as a web-based title, Quantum Ark was shelved before release.

Content Strategist · The Cirqle · Netherlands (Remote) · Jun 2021 – May 2022

- Directed audience personas and creative for the Color Street campaign to USD 1.26M in sales with 4 influencers, 319% above target; Meta ROAS 3.0x to 6.3x; managed USD 30,000 a month in paid media.

Additional: Marketing Specialist, Ondot Media (B2B publishing, India) 2020–21, Rising Star Award · Marketing Associate, Urbo (Netherlands) 2018–19

SKILLS

Growth and go-to-market: lead generation, launch planning, positioning, pricing and packaging, competitor research, segmentation, ABM, paid search and social.

Funnel and commercial: landing-page CRO, A/B testing, SEO, unit economics, CAC and LTV, channel attribution.

AI and platforms: Cursor, Claude Code, Claude, GPT-4o, Perplexity, n8n, Make, Zapier, GA4, Search Console, Semrush, HubSpot, Salesforce, VWO, Canva, Google Ads, Meta Ads Manager.

EDUCATION

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