

LOVISH KHURANA

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Key Skills

Growth & Lifecycle Marketing: Paid Media Strategy (Google Ads, Meta Ads), Lifecycle Campaign Design, WhatsApp Re-Engagement, Conversion Rate Optimization, A/B Testing, Funnel Analytics

Marketing Automation & AI: CRM Automation, Multi-Agent AI Pipelines (Claude Code, Claude API), Workflow Automation (Make.com, Google Apps Script), API and Webhook Integrations

Platforms & Tools: HubSpot, WebEngage, AI-Sensy, Mailmodo, Zoho CRM, ElevenLabs, Google Data Studio / Looker Studio, Advanced Excel

Work Experience

Suraasa

July 2024 - Present | Gurugram

Growth Marketing Specialist

- **Paid Media Ownership:** Own a Rs 20L monthly paid media budget across Google Ads and Meta Ads, directing copywriters and designers on creative and delivery.
- **Counselling Conversion:** Lifted counselling completion from 37% to 45% and rebooking from 15% to 25% by redesigning pre-session and re-engagement journeys across email and WhatsApp.
- **Lead Reactivation:** Built a WhatsApp re-engagement flow across a ~700K-lead database, growing the channel's share of monthly leads from 25% to 40%, on par with Meta.
- **AI Journey Engine:** Architected a 5-agent Claude Code pipeline that cut a 3-person, one-week campaign build to a 24-48 hour, one-person process.
- **Approval Governance:** Introduced Slack-based approval routing with HubSpot and Meta API integration, so every AI-generated campaign is reviewed before it goes live.
- **Nurture Journeys:** Designed HubSpot journeys for pre-session reminders, no-show recovery, and parallel nurturing of non-responsive leads.
- **Voice-Agent Qualification:** Launched an AI chat-agent outreach flow on WhatsApp, using ElevenLabs to qualify inbound leads before counsellor handoff.
- **Cross-Functional Delivery:** Partner with data, content, and engineering teams to refine user journeys, using API and HTTP module integrations to keep CRM data accurate.
- **Career Progression:** Promoted twice in 14 months, from Growth and Marketing Intern to Growth Executive to Growth Marketing Specialist.

BloombergQuint (BQ) Prime

June 2022 - December 2022

Market Research Intern

- Researched competitors and prospective partners for the Partnerships team's BI reporting.
- Analysed campaign performance data in Excel to guide partnership decisions.
- Benchmarked competitor search visibility and traffic to find partnership opportunities.

Education

Qualification	Institution	Year	Score
B.Sc. Economics (Honours)	Symbiosis School of Economics, Pune	2024	CGPA 7.7/10
Class XII	Amity International School, Gurgaon	2021	95%

Additional Information

- **Leadership:** Head, Entrepreneurship Cell, Symbiosis School of Economics (promoted from Deputy Head).
- **Competitions:** National Finalist, IIM Indore B-Plan Event at Atharv'22; National Finalist, Delhi Technological University Stock Mock IT.