

SALIL SHAHANE

GROWTH & MARKETING LEADER

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PROFESSIONAL SUMMARY

Growth and marketing leader with 10 years building brand reach, partnerships, and community for organisations balancing impact with scale.

Track record spans building marketing functions from the ground up, driving acquisition & growth, and applying strong tech fluency through AI-powered creative work.

Comfortable doing the work as well as building and leading a team.
Based in Melbourne, open to roles supporting purpose-led organisations reach their potential.

SKILLS & TOOLS

Marketing Ops & Team Building	Customer Growth & Partnerships	Copywriting & Content
Squarespace & Webflow	Sprinklr & Hootsuite	Canva, CapCut & Adobe

EXPERIENCE & QUALIFICATIONS

GROWTH LEAD - BLESS PAYMENTS — *FEB 2026 - PRESENT*

- Built the entire marketing stack including hiring, infrastructure, processes & playbooks
- Expanded the business' community of users by 62% through paid ads & organic content
- Grew active users 40% by implementing a playbook for customer retention optimization

SOCIAL & DIGITAL STRATEGIST - FREELANCE — *MAR 2025 - JAN 2026*

- Helped a 40 year old local eyewear business build a scalable social & digital strategy
- Built and ran a one-man YouTube channel to spotlight the hidden gems of regional Victoria

HEAD OF DIGITAL & SOCIAL - GREY MALAYSIA & SINGAPORE — *JUL 2023 - DEC 2024*

- Led digital transformation by expanding in-house AI, influencer, & content capabilities
- Repositioned a telco as AI-first to over 23 million Malaysians with an AI-deepfake tool
- Sold e-sims to 27k new users for a tiny Singaporean telco with a crazy AR activation
- Dialed up the cultural roots of a Malaysian telco using 2000+ generative-AI songs
- Increased effectiveness of influencer engagements by 50x for a global pharma leader

STRATEGY LEAD - RAZORLABS — *DEC 2021 - NOV 2022*

- Joined as part of founding team to conduct market research for an ad-tech startup
- Built GTM strategy for a SaaS tool that automated LinkedIn content creation for leaders
- Helped convert the world's third-largest IT services firm into a paying client for the SaaS tool

CREATIVE DIRECTOR & STRATEGIST - GREY INDIA — *AUG 2019 - DEC 2021*

- Remotely led creative & strategy functions including planning, hiring & execution
- Sold 2x expected phones for a global smartphone brand in India's first live-commerce launch
- Celebrated Pepsi's Indian roots with a film & limited-edition can, earning 200k organic views
- Improved media ROI by 2x for a global QSR brand during the festive season using influencers

PAST PROJECTS IN SINGAPORE & INDIA — *SEP 2014 - AUG 2019*

- Positioned a CSR education platform for an energy leader helping 5 new schools get greenlit
- Repositioned an apparel manufacturer as a textile innovator through PR & trade activations
- Acquired 100k users for Microsoft's AI chatbot via meme culture, saving 40% of our budget

B.TECH IN COMPUTER SCIENCE ENGINEERING - THE NORTHCAP UNIVERSITY INDIA — *2010 - 2014*

As a marketing professional in Australia, I acknowledge the Traditional Custodians of the land on which I seek work and acknowledge their continuing connection to land, waters and community.