

Deepanshu Grover

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Experience

Product Marketing Consultant, Fomo.ai Corp

09/2024 to 01/2025

- Worked under part-time contract with MSc studies; reported to co-founders on marketing and strategic projects.
- Delivered **GTM strategy for SMB segment** – crafted value propositions and led cross-channel execution.
- Launched **integrated product marketing campaigns** using LinkedIn Ads, blogs, webinars, case studies, and CRM touchpoints.
- Synthesized AI trends to guide product pivots.

Founder Entrepreneur, Drevorg Media

12/2022 to 01/2024

- Launched boutique agency for B2B travel and hospitality clients in Southeast Asia
- Led CRM, TikTok, LinkedIn, partnerships, and influencer strategies for large and boutique hotels and resorts in SEA region

Senior Product Manager Growth, Chegg Inc.

04/2019 to 10/2022

- **Promoted twice in 3 years** for high-impact delivery and project leadership.
- Led product strategy and roadmap execution for growth initiatives across India, MENA, and Australia; scaled user base **from 4 million to 6.2 million monthly active users**.
- Launched experiments across web funnels (A/B testing, personalization) - **delivered 34% uplift in conversions**.
- Built and managed USD 3 million affiliate and influencer program - delivered **150% YoY revenue increase**.
- Rolled out global adoption of product tools (Contentful CMS, ActiveCampaign CRM, Amplitude, Salesforce, Optimizely testing suite).
- Delivered competitive dashboards (100+ competitors) to inform feature development and pricing decisions – advanced user Tableau, Power BI, and Excel.
- Led **10-person team**; collaborated with C-level executives on KPIs, experimentation, and market expansion plans.

Project Manager, Benori Knowledge

09/2018 to 02/2019

- Led team of **8 associates and 6 client** accounts.
- Led projects: market expansion, industry analysis, consumer surveys (voice of customer, product improvements, service analysis).

LinkedIn:

<https://www.linkedin.com/in/deepanshugrover>

Address: Noisy-le-grand, Paris, Île-de-France, FRANCE

Education

Masters Degree

MBS School of Business, Montpellier, France

MSc 2 Digital Transformation and Consulting

09/2024 to 04/2025

Score: 1/13 (semester 1 ranking), GPA 17.4/20

Bachelors Degree

University of Delhi

Bachelor of Commerce

08/2012 to 06/2015

Score: First Division, GPA 70/100

Certifications

- Data Science Professional Certificate Coursera
- Product Manager Professional Certificate
- Pluralsight UX Research and UX Strategy

Skills

Business Aptitude:

- Competitive research, product benchmarking, supply chain review, procurement research, vendor interviews, pricing negotiation, data analysis, market research, brand health.

Product Management:

- Go-to-market planning, roadmap planning, feature planning, user research, focused groups, A/B testing, change management, digital transformation.

360 marketing:

- Integrated marketing strategy, brand management, employer branding, press and influence management, WordPress, Contentful, Cloudinary, Optimizely, Adobe Analytics, Landing pages.

Data Analytics:

- Python, R, Tableau, Excel advanced, Google Analytics, Amplitude, Qualtrics, SQL, Qualitative research (MAXQDA).

More information

Sports:

- First Dan Black Belt in Tae Kwon Do, represented country in multiple international events

Writing:

- Book Author - 7 Pieces later - 2022

AI Project Portfolio

<https://deepanshugrover.com/ai-projects-portfolio>

- [*Social Communications Mobile Application*](#)
- [*YouTube Script Generator*](#)
- [*Gen AI created brand advertising*](#)