

# Dhavalaganga Acharya *Masters in Business Administration*

Strategy & Analytics · Marketing · Consulting · Authorized to work in Germany

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MBA graduate with 5 years of hands-on marketing and client management experience, combining strategic framework thinking with proven execution across Google Ads, Meta, SEO, and CRO. Led a team of 6 at a multi-client agency, managed board-level stakeholder relationships, and delivered a top-scoring MBA consultancy project for a Dutch agri-tech startup. Equally comfortable structuring a feasibility model and running a live ad campaign. Authorized to work in Germany.

## EDUCATION

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**Masters in Business Administration**

*The Hague University of Applied Sciences — 2025*

**Bachelors in Biotechnology Engineering**

*Manipal Institute of Technology — 2019*

## WORK EXPERIENCE

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**Digital Marketing Lead**

*Jan 2020 – March 2024*

*Essel Advertising · Udupi, Karnataka, India*

- Built and led the agency's digital marketing function from the ground up, hired and managed a team of 6 (performance marketing, content, design, SEO, UI/UX, finance), introduced Trello, Slack, and Google Workspace as the team's core workflow infrastructure
- Grew the agency's digital client base from zero, pitching and onboarding the first digital client and scaling to a multi-account operation across FMCG, education, and exhibition retail; independently consulting for 2 additional FMCG brands in the final year
- Ran Google Ads, Meta Ads, and SEO campaigns across 4+ concurrent client accounts, producing weekly performance reports and monthly board-level presentations covering KPI tracking, variance commentary, and campaign analytics
- Drove a 5% increase in conversion rate for a D2C client by identifying checkout drop-off bottlenecks through heatmap analytics (Hotjar) and implementing structured CRO fixes
- Led a 2+ year digital mandate for an engineering college from managing admissions campaigns, social media, Google Ads, and UI/UX consulting, to contributing to full admissions across 4 of 5 undergraduate departments
- Managed cross-functional delivery across content, design, and performance teams using Agile sprint workflows (Trello/Notion Kanban), running daily standups, weekly client POC meetings, and monthly board presentations simultaneously

**Assistant Operations Manager**

*April 2019 – December 2019*

*Essel Advertising · Udupi, Karnataka, India*

- Coordinated 10+ simultaneous campaigns annually across print, billboard, and SMS channels for a client operating on a ~EUR 500k annual advertising budget from tracking milestones, flagging delivery risks, to ensuring compliance across all active workstreams
- Managed ~15 vendor relationships across print, SMS broadcasting, and venue rental from handling quote sourcing, invoice reconciliation, timeline negotiation, to cost compliance from first contact through final delivery
- Contributed directly to creative direction on admissions campaigns for a pre-university college, providing youth-perspective inputs on copy and visuals during client-facing meetings with the marketing director and CEO
- Authored post-campaign process documentation that was carried forward into subsequent campaign cycles, reducing briefing gaps and improving operational consistency across the agency
- Promoted within 9 months to Digital Marketing Lead, heading the agency's newly formed digital function as a direct result of performance in this role

## CONSULTING & RESEARCH EXPERIENCE

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### Strategy Consultant: MBA Consultancy Project

March 2025 - June 2025

*Cympha Orchideeen BV · Netherlands · Agri-tech startup (sound-induced plant growth)*

- Led feasibility assessment using 5 peer-reviewed papers to validate acoustic plant growth technology; structured findings into a go/no-go decision framework for the client
- Applied Porter's Five Forces and SWOT to map the competitive landscape; synthesised analysis into three innovation pathways with comparative risk-return profiles
- Designed pilot parameters and developed a 39-point SOP, enabling the client to run a structured, repeatable experiment independently post-engagement
- Built supplier benchmarking and cost models with three-scenario analysis (conservative, base, optimistic), giving the client a clear picture of scale-up economics

### MBA Researcher: Marketing Strategy

Sept 2024 - June 2025

*The Hague University of Applied Sciences · Thesis: Performance Marketing vs. Brand Building for Dutch SMBs*

- Designed and executed a mixed-method study across 100+ Dutch SMBs, combining quantitative survey analysis with qualitative expert interviews to identify marketing strategy gaps
- Synthesised findings into a tiered recommendation model covering short-, mid-, and long-term strategy levers, grounded in 5+ peer-reviewed frameworks
- Presented conclusions to academic supervisors, translating complex research into structured, practical recommendations with clear decision criteria
- Produced full written deliverables: literature review, methodology documentation, findings report, and executive summary

## SKILLS

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**Digital Marketing:** Google Ads · Meta Ads Manager · SEO/SEM · CRO · Hotjar · Google Analytics · Canva

**Strategic Frameworks:** Porter's Five Forces · SWOT · Scenario Analysis · Feasibility Modelling · Cost-Benefit Analysis

**Research & Analysis:** Mixed-Method Research · Survey Design · Expert Interviews · Literature Review · Data Synthesis

**Project Delivery:** Agile (Scrum / Kanban) · Sprint Planning · SOP Development · Stakeholder Management · Notion · Trello · Jira · Budget Management

**Output Production:** PowerPoint · Excel (modelling & reporting) · Word · Google Workspace · Canva

## LANGUAGES

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**German:** Intermediate (B1) **English:** Fluent (C1) **Hindi:** Fluent (C1) **Kannada:** Native (C2) **Dutch:** Beginner (A1)