

# Bolisetti Dheeraj

Senior Growth Manager & Growth Engineer | Building and Scaling Growth Products  
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## Professional Summary

Senior Growth Manager and hands-on Growth Engineer who combines growth strategy with product and software execution. Identifies growth problems, designs experiments, and builds production-ready products, APIs, automations, and data workflows using Python, JavaScript, SQL, N8N, cloud services, and CI/CD. Works end-to-end across acquisition, CRM, retention, performance marketing, and analytics - from opportunity discovery and coding to deployment, measurement, and scale. NIT Silchar alumnus with a B.Tech in Electrical Engineering.

## Core Skills

**Growth & Marketing:** Growth strategy, experimentation, lifecycle marketing, CRM, retention, segmentation, performance marketing, Google Ads, Meta Ads

**Growth Engineering:** Growth product development, rapid prototyping, APIs, N8N, Google Apps Script, CleverTap API, Gupshup, AWS Lambda, workflow automation

**Data & Analytics:** SQL, ClickHouse, MySQL, Metabase, Tableau, Firebase, Excel, funnel analysis, cohort analysis

**Programming & Deployment:** Python, JavaScript, HTML, SQL, GitLab, Jenkins, Postman, Google Cloud, CI/CD, production deployment

## Professional Experience

**Le Travenues Technology Ltd. (ixigo) - AbhiBus**, Senior Growth Manager - Bus Vertical

India

Aug 2026 - Present

- Promoted to Senior Growth Manager after delivering measurable growth across experimentation, paid acquisition, CRM, and automation for the bus vertical.
- Lead the end-to-end roadmap for engineering-led growth, translating business opportunities into experiments, internal tools, customer-facing growth products, APIs, and automated systems.
- Own delivery from problem definition and coding through production deployment, monitoring, measurement, and iteration.

**Le Travenues Technology Ltd. (ixigo) - AbhiBus**, Growth Manager - Bus Vertical

India

July 2023 - Aug 2026

- Drove **30,000 incremental bus bookings** through structured growth experiments in August 2024.
- Led Flash Cards Ads, generating **Rs.25 lakh revenue per month** and contributing to **33% YoY ixigo growth** and **62% YoY ConfirmTkt growth**. Delivered 110-120% of Q4 target.
- Migrated and scaled **2,000 ad groups across 90 Google Ads campaigns** with zero disruption; built two API-created campaigns that increased daily conversions from **350 to 600**.
- Reduced WhatsApp retention campaign spend from **Rs.57 lakh to Rs.8.3 lakh**, an **85% reduction**, across a base of approximately 7.5 million users.
- **14x Campaign Automation Engine:** Built and deployed a Google Apps Script and CleverTap API system that enabled one person to manage campaign work previously requiring 14 team members.
- **SUPER40/60 Cricket Automation:** Built a live-score and campaign automation system using Cricbuzz data, avoiding more than Rs.5 lakh in API costs and running two months of IPL campaigns with zero failures.
- **Bus Recommendation & Data Platform:** Built a recommendation engine using Google Cloud and N8N and connected CleverTap with ClickHouse for analytics and automated alerting.
- **ConfirmTKT PNR WhatsApp:** Created an N8N-based PNR status product with approximately 60% CTR and integrated ElevenLabs for personalized WhatsApp audio messages.
- **Takumi AI Creative Generator:** Built and deployed a GPT-image-1 dashboard generating route, price, and destination creatives at up to 200 images per second; also automated a support email workflow saving more than four hours daily.
- **Personalized Year-End Report:** Owned the marketing strategy, product logic, and technical execution for a personalized campaign reaching 7.5 million users.
- Migrated Meta WhatsApp operations to Gupshup and automated coupon lifecycle, segmentation, campaign execution, and reporting workflows.

## Earlier Experience

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**Rapido**, Associate Manager Growth 2

India

- Promoted to Associate Manager Growth 2 based on performance; led cross-city offer strategy and CRM channel performance analysis.

Apr 2023 - July 2023

**Rapido**, Associate Manager - Growth

India

- Designed lifecycle campaigns across push notifications, WhatsApp, email, in-app, and SMS for onboarding, activation, engagement, and retention.
- Built automated journey-based funnels for activation and re-engagement and developed segment-specific discount strategies.
- Reduced campaign execution errors by **50%** through an offer-validation grid; received the Rapido Superspido Award.

June 2022 - Apr 2023

**Rapido**, Graduate Trainee - Marketing

India

- Joined the Growth team and earned a Spot Award for strong execution within the first quarter; promoted in four months.

Feb 2022 - June 2022

**Larsen & Toubro (L&T)**, Graduate Engineering Trainee

India

- Selected through campus recruitment and trained on engineering delivery in a large infrastructure organization.

Feb 2021 - Aug 2021

## Awards & Recognition

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- **ixi-Go Getter Award (2 times)** - AbhiBus/ixigo, June 2025 and June 2026, for outstanding growth contribution.
- **Abhiicon of the Month (4 times)** - October 2023, August 2024, February 2025, and May 2025.
- **Rapido Superspido Award** - Great Job category, April 2023.
- **Yellow Carpet - The Iron Pillar** - Rapido, January 2023.
- **Spot Award - Great Job** - Rapido, April 2022, for an offer-validation grid that reduced errors by 50%.

## Education

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**B.Tech National Institute of Technology Silchar**, Electrical Engineering

Assam, India

- CGPA: 7.78/10

July 2017 - May 2021

- President, Electra Society (2020-2021)

## Certifications & Additional Honors

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- Product Manager Fellow - NextLeap
- Google Data Analytics Professional Certificate - Coursera
- SQL & Relational Databases 101 - IBM Developer Skills Network
- NSEP State Top 1% in Physics - IAPT Certificate of Merit
- International Rank 65 - SOF Mathematics Olympiad