

Lokendra Dewangan

Chief Marketing Officer & Head of AI, Cubemoons · International Growth & Marketing Leader · AI-Led Brand Expansion

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EXECUTIVE SUMMARY

Growth and international marketing leader with 10+ years building brands and driving revenue across India and global markets, including the USA, UAE, UK, Singapore, and Malaysia. Experience across luxury retail, manufacturing, real estate, hospitality, and media, in both B2B and B2C.

Managed ₹50Cr+ in paid media at a documented **32.7× average ROAS** across large-scale multi-industry campaigns, working alongside global agencies Ogilvy, Leo Burnett, and Landor.

Builds international lead generation, B2B partnerships, and new-market brand presence, backed by **50+ AI** and automation systems that cut manual dependency by **68%** and lifted lead efficiency by **4.2×**.

Currently serving as Chief Marketing Officer & Head of AI at Cubemoons, leading international growth and AI implementation across the USA, UAE, UK, Singapore, and Malaysia.

CAREER IMPACT

₹50Cr+ Paid Media · 32.7× Average ROAS · 1,000+ Brands · 50+ AI Systems Built · 68% Manual Dependency Reduction
300K+ YouTube · 100K+ Instagram · 1,000+ Property Sales · International Expansion: USA, UAE, UK, Singapore & Malaysia

CORE EXPERTISE

INTERNATIONAL GROWTH Global Market Expansion · International Lead Generation · Cross-Border Partnerships · Trade Shows & Global Events

GROWTH & REVENUE Revenue Scaling · Customer Acquisition · Performance Marketing · Go-to-Market Strategy

AI & TRANSFORMATION AI Strategy · AI Automation · Enterprise AI Implementation · Workflow Automation

BRAND & OPERATIONS Brand Positioning · Customer Retention · Cross-Functional Leadership · Scalable Execution

WORK EXPERIENCE

Chief Marketing Officer & Head of AI Cubemoons

February 2025 - Present

Leading international growth, revenue, and AI adoption across the USA, UAE, UK, Singapore, and Malaysia.

- Led a **35+ member** cross-functional team across growth, AI, automation, acquisition, creative, and operations.
- Built AI-led growth and automation across **1,000+ brand engagements** spanning acquisition, CRM, reporting, and operations.
- Managed **₹2Cr+** in paid media at a **32.7× average ROAS**.
- Built **50+ AI automation initiatives** reducing manual dependency by **68%** and improving lead efficiency by **4.2×**, supporting international expansion across the USA, UAE, UK, Singapore, and Malaysia.

General Manager, Digital & Growth Marketing

January 2024 - January 2025

Khimji K.D. & Sons Pvt. Ltd. · Eastern India's largest luxury retail group, ₹1,000Cr+ annual operations

Led large-scale digital growth and revenue acceleration spanning jewellery, watches, automotive, retail, and financial services.

- Managed **₹35Cr+** in paid media across Meta, Google, YouTube, television, IPL campaigns, and sports media, driving luxury retail growth.
- Drove a **35%+ increase in customer footfall** across multi-city luxury retail operations.
- Led seasonal, bridal, and festive campaigns driving brand visibility and premium market positioning.
- Collaborated directly with Landor, Leo Burnett, and Ogilvy on advertising, creative, and brand communication.
- Scaled Khimji Jewellers' YouTube from **1K to 300K+ subscribers**, among India's strongest organically built jewellery communities.
- Grew Instagram from **4K to 100K+ followers** through performance-driven content and brand communication.
- Led customer engagement initiatives and award-recognised campaigns strengthening market presence across Odisha.

Head of Digital Marketing

February 2022 - December 2023

Sambhv Steel Tubes Ltd. • ₹500Cr+ industrial manufacturing and steel infrastructure group

- Managed ₹10Cr+ in advertising across digital, television, dealer acquisition, and multi-platform performance, driving nationwide growth.
- Built the digital presence from scratch, transforming Sambhv Steel into a professionally positioned industrial brand across manufacturing and dealer markets.
- Directed brand strategy, campaigns, and industrial positioning across India, improving market reach and dealer acquisition.
- Led TVCs, multi-city campaigns, dealer engagement, and large-scale business events strengthening acquisition and brand positioning.
- Led international dealer engagement and partnership programmes across Singapore and Thailand, representing the brand abroad and building long-term partner relationships.

Digital Marketing Head

March 2020 - January 2022

Singhania Buildcon Group • Real estate, hospitality, media, and multi-business group

- Promoted into leadership; led a 20+ member marketing team across acquisition, campaigns, and growth spanning multiple verticals.
- Directed digital acquisition driving 300+ property, villa, and residential sales.
- Built real estate growth across plotted developments, apartments, villas, and townships through multi-channel advertising and CRM.
- Led digital expansion of News Plus 21 and Asian News across Chhattisgarh; managed celebrity engagements, government events, media partnerships, and hospitality growth.

Senior Project Manager

July 2018 - January 2020

Alankar Media

- Managed a 15+ member team and 100+ business clients spanning digital marketing, web development, branding, SEO, YouTube growth, and campaign management.
- Led end-to-end project execution across web development, branding, social media, and search, managing client relationships, reporting, and multi-service delivery.

Assistant Digital Marketing Manager

May 2016 - July 2018

Download Digital • Multi-city digital agency, Raipur, Nagpur, Pune

- Executed digital marketing across performance advertising, social media, SEO, SEM, website builds, and YouTube growth for multiple business categories.
- Contributed to 50+ client growth initiatives across Raipur, Nagpur, and Pune; promoted to Assistant Digital Marketing Manager for high-performing delivery and reliability.

PLATFORMS, AI & TECHNOLOGIES

Performance: Meta Ads • Google Ads • YouTube Ads • SEM • Retargeting • Conversion Optimisation • Audience Intelligence

AI & Automation: Workflow Automation • Multi-Agent Systems • RAG Workflows • AI Voice Systems • Prompt Engineering • AI-Driven CRM

CRM & Analytics: HubSpot • Zoho CRM • WhatsApp Automation • Customer Lifecycle • Sales Funnels • Google Analytics • Looker Studio

Web & Creative: WordPress • Shopify • Webflow • Technical SEO • Creative Strategy • Video Marketing • Social Media

EDUCATION

MBA, Media Management • Kushabhau Thakre University of Journalism & Mass Communication 2022 - 2024

B.Sc., Electronic Media • Kushabhau Thakre University of Journalism & Mass Communication 2019 - 2022

Advanced AI in Digital Marketing • IIM Skills, New Delhi 2023

Advanced Digital Marketing & Strategy • Reforge 2018

AWARDS, RECOGNITION & DISTINCTION

- Recognised by the Government of Chhattisgarh for AI and automation initiatives supporting SME transformation.
- Award-recognised digital marketing and advertising campaigns across luxury retail and regional television, including Khimji Jewellers.
- Invited guest speaker at IIM Raipur, AAF, and Sage University on AI, growth marketing, branding, and modern business communication.
- Early short-film work recognised in independent film festival circuits, including the Wuhan Film Festival.

SELECTED GLOBAL & ENTERPRISE EXPOSURE

Markets: India • USA • UAE • UK • Singapore • Malaysia • Thailand | Sectors: luxury retail • real estate • manufacturing • agribusiness & animal nutrition • hospitality • media • technology • wellness

Khimji Jewellers • Sambhv Steel Tubes • IB Group • ABIS • Drools • Ras Luxury Oils • Manorama Industries • Related Group (Florida) • Lennar • D.R. Horton • Lodha Group • Doon School • Finology