

Results-driven marketing professional with 9+ years of experience in driving business growth through data-backed strategies, funnel optimization, and multi-channel marketing campaigns. Proven expertise in managing marketing funnels from acquisition to retention by leveraging paid, organic, and CRM channels. Skilled at identifying growth opportunities, optimizing customer journeys, and improving key performance metrics.

PROFESSIONAL EXPERIENCE

Freelance Performance Marketer | Multiple Clients (B2B, D2C, and SaaS) Aug 2024 - Present

Drove growth initiatives for diverse clients by building end-to-end digital marketing strategies, optimizing funnels, and executing paid campaigns across Google, Meta, and LinkedIn Ads.

- Executed paid acquisition campaigns, focusing on lead generation for different industries. Reaching 5X ROAS by continuous A/B testing and optimizing for campaign performance.

Growth Marketer | Corporate Rebels Netherlands | Apr 2023 - May 2024

Steered Corporate Rebels marketing initiatives to increase market reach and product consideration by executing data-driven digital marketing campaigns, budget management, and A/B tests.

- Engineered and led high-impact paid campaigns with a EUR 1 million budget on Google Ads and LinkedIn Ads, driving 10K+ monthly subscribers and increasing website traffic by 275% to 150K visitors.
- Harnessed historical data from Google Analytics and market research to design A/B tests focusing on keywords, audience targeting, messaging, and bidding strategies, reducing CAC by 20% and improving sales conversions to ~1.5% from 0.7%.
- Spearheaded personalized e-mail automations on MailChimp and ConvertKit, segmenting customers by topic interests, learning intent, and designation, achieving a 74% open rate and 4.5% CTR, while enhancing user engagement and nurturing leads.
- Revamped customer-facing website using HotJar heatmaps and scroll maps to improve usability, reducing bounce rate to 47%, and increasing user engagement, in collaboration with the development team.

Performance Marketing Lead | WATR NV Belgium | Aug 2022 - Mar2023

Orchestrated digital marketing activities to improve sales conversion, social media presence and engagement through paid campaigns, content marketing and influencer marketing.

- Strategized and executed multi-platform marketing campaigns via Google Search Ads, YouTube Ads, and Meta Ads, boosting weekly online orders to 1,000+ and achieving 200+ daily reservations.
- Revitalized social media content strategy in collaboration with the design team by creating compelling social media posts for Instagram and TikTok, leading to a 60% improvement in user engagement from 35%.
- Engineered influencer campaigns to improve brand awareness and create UGC. Signed up with nano/micro-influencers to promote offers/deals to respective TA, achieving 4.5X ROAS and 1000+ followers on Instagram and TikTok.

Category Head | Unacademy India | Nov 2020 - Jul 2021

Spearheaded launch of Test Prep category, achieving EUR 100K monthly revenue within 6 months, growing active student base, and capturing 2% market share.

- Led a team of 4 and an analyst to execute search and display campaigns on Google and Meta Ads, targeting segmented audiences across the marketing funnel. Onboarded 50K users in 3 months, through A/B testing and audience optimization using Google Analytics and Tableau.
- Collaborated with subject matter experts to design relevant courses and assessments, leveraging Tableau and Excel for in-depth data analysis to track platform performance, achieving 20% and 15% growth in DAU and MAU.

(Further experience details available upon request)

ADDITIONAL INFORMATION

Tools: Google Ads Manager, Google Analytics, LinkedIn Ads Manager, Meta Ads, HubSpot, MoEngage, MailChimp, ConvertKit, Google Analytics, Power BI, Excel, Looker Studio, Google Tag Manager, MS Excel, MS Powerpoint.

Entrepreneurial: Co-founder, Hoztel Jaipur, a new-age backpacker hostel, scaled to INR 1000K/year revenue.