

Performance/Growth Marketer with 3 years of experience across B2B healthcare and eCommerce. Strong in full-funnel acquisition, retargeting, lifecycle reactivation, and tracking. Hands-on with Google Ads (Search/Display/Demand Gen/P-Max), Meta Ads, landing page CRO, GTM/UTMs, and funnel reporting (MQL → SQL → Revenue).

Core Skills

- Performance Marketing: Google Ads, Meta Ads, LinkedIn Ads, retargeting, demand generation
- Funnel & Growth: MQL/SQL tracking, reactivation, lifecycle journeys, lead nurturing
- Tracking & Analytics: GTM, GA4, Pixel, UTMs, conversion events, reporting dashboards
- CRO & Landing Pages: layout/lead-flow improvements, page-speed inputs, conversion hygiene
- Creative & Messaging: ad copy, video brief/scripts, testimonial + webinar promotion

Tools

Google Ads, Meta Ads Manager, LinkedIn Campaign Manager, Google Tag Manager (GTM), GA4, Search Console, Looker Studio, Interakt (WhatsApp automation), Salesforce, Redash, Trello, Zapier, GTmetrix, Lighthouse, Keyword Planner, Excel (Pivot, XLOOKUP/VLOOKUP)

Professional Synopsis

Eka.care (Orbi Health Private Limited)

Role: Digital Marketing Executive – Performance & Growth (B2B SaaS)

Oct 2024– Present

- Built and scaled full-funnel paid acquisition across **Google Ads (Search, Display, Demand Gen, Performance Max lead forms) and Meta (Lead Gen + retargeting)** focused on doctor demos and webinar registrations.
- Implemented **end-to-end tracking**: GTM setup, UTM governance, conversion events, and cross-channel attribution alignment (Google Ads + Meta + Calendly flows).
- Launched **Google Ads monthly funnel** delivering: **₹9.55L spend, ~₹16.2L revenue, 33.3K clicks, 810+ leads, ROAS ~1.7x, CPA ~₹1,179, CVR 2.43%**.
- Designed and executed a **multi-channel reactivation program** using WhatsApp automation, email, and retargeting: **1,00,000+ messages/month, 5,000+ reactivated/month, 600+ demos/month, 300+ SQLs/month, ₹7.8L+ attributed revenue, ~20% lower cost per demo vs new acquisition.**
- Built **retargeting audiences** using GA4 insights (high-intent page visitors), merged high-traffic pools, and improved efficiency through exclusions + audience hygiene.
- Managed creative performance: regular **creative refresh**, dynamic testing (video/image), and produced structured briefs for testimonials, walkthroughs, problem-solution and countdown formats.
- Supported **landing page CRO** for EMR/HMIS pages: suggested layout, speed, and lead-flow improvements to increase conversion rate quality.
- Built reporting systems: monthly performance reporting, MQL→SQL→Revenue funnel views, city/stage-wise lead analysis via Redash, and dashboards on Looker Studio/Sheets.
- Managed **₹30L+ monthly** paid media budget across Google and Meta, scaling high-intent leads and revenue through full-funnel optimization.

Automation & Lifecycle

- Built WhatsApp automation journeys in **Interakt** (cohorts, templates, bulk messaging frameworks) for follow-ups, reactivation, and webinar communication.
- Set up AI calling follow-ups using **Zoronal** for lead reactivation and ops efficiency.
- Created email campaign structure (welcome/testimonial/feature update/demo invite/follow-up), segmentation, and optimization using Mailchimp.

B2B & Partnerships

- Supported partnership discovery and pilot planning (AI-SDR/outbound), internal alignment, and ROI evaluation discussions.
- Coordinated with sales/product/external partners to improve lead handling, status tracking, and reporting consistency.

AI & Marketing Innovation

- Implemented automated creative workflows (video, voice, and scripting tools) to accelerate ad production and improve campaign testing speed.
- Reduced creative turnaround time by ~40% through structured automation and streamlined production processes.

Mx Omega Technologies Pvt Ltd

Role: Digital Marketing Executive

April 2023– Oct 2024

- Improved organic traffic by 20–25% through keyword strategy, on-page optimization and technical SEO enhancements; increased top-ranking keywords by ~15%.
- Managed SEM campaigns, improving conversion rate by 15% and increasing ROI by ~12% through better targeting and spend optimization.
- Strengthened tracking accuracy by ~15% via pixel and conversion setup improvements.
- Improved website performance: increased load speed by 30%, reduced downtime by 20% and maintained Web Core Vitals compliance.
- Executed email, mobile and social campaigns, boosting engagement by 25% and achieving ~10% CTR through analytics-driven iteration.
- Built structured monthly performance reports enabling ~20% overall campaign uplift over time.

PROJECT EXPERIENCE

Happy Live Cultures — eCommerce Growth (Self-Initiated)

- Built and managed WooCommerce store + product pages; ran Google Ads and Meta Campaigns; improved conversion through landing page and product copy optimization.
- Managed Merchant Center setup, feed hygiene, and SEO basics (Search Console, keyword targeting).
- Owned content + creative direction for product marketing (ads, product creatives, landing pages).

Education

- **Manipal University Jaipur** 2024-2026
MBA (Marketing) – first class
- **Indian Academy Degree College - Autonomous** 2020-2023
BBA (Digital Marketing) – first class

Certifications

Google Ads Certification Google Issued Dec 2023	Fundamentals of International Business University of London Issued Dec 2025
Measure and Optimize Social Media Marketing Campaigns Meta Issued Nov 2025	Operations Systems Excellence University of London Issued Dec 2025
Business and Marketing Strategies University of London Issued 2025	Research Methodologies Queen Mary University of London Issued Jul 2025
Fundamentals of Marketing Strategy University of London Issued Nov 2025	Data Analytics Using Power BI Edify Institute Issued Jan 2023