

KARTIK RAIKAR

Performance Marketer



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SUMMARY

As a Performance Marketing Manager with over 3 years of experience in a marketing agency, I have worked on various challenging projects. A key achievement includes managing marketing campaigns for TataCliq, one of India's largest D2C eCommerce marketplace, with a monthly budget over 3 Crores. I am currently seeking fresh and exciting challenges that will enable me to further advance in my professional career.

EDUCATION

Rani Channamma University

Bachelor's Degree in Business Administration
2018 – 2021

Simplilearn

Digital Marketing Masters Program
2021 – 2022

SKILLS

- Media Planning
- Branding
- Client Servicing
- Data Analysis & Reporting
- A/B Testing
- Competitor Research

CLIENTS MANAGED

- TataCliq
- TataCliq Palette
- Gulabo Jaipur
- Pawfectly Made
- Hidesign

TECHNICAL SKILLS

- Facebook Ads
- Google Ads
- Ms Excel
- Adobe Analytics
- Google Analytics
- Photoshop
- Figma
- Canva
- Google Data Studio
- WordPress

CERTIFICATIONS

- Meta Certified Media Buying Professional
- Digital Marketing Specialist Certification
- Advanced Web Analytics Certification
- Advanced Pay Per Click (PPC) Certification
- Social Media Marketing II Certification from HubSpot

PROFESSIONAL EXPERIENCE

Performance Marketing manager

Yowza Consulting Private Limited | 04/2022 - Present

- Developing comprehensive media plans for paid Social and search that align with client objectives, considering target audience, budget allocation, and campaign goals.
- Managed monthly budgets of over 3 crores on paid social to achieve optimal return on ad spend (ROAS).
- Regularly monitoring and analyzing campaign performance metrics, leveraging data-driven insights to make informed decisions and optimize the campaigns for better ROAS.
- contributed to Westside Brands' success by helping the brand generate over 12 crores in revenue during the EOSS Sale.
- Successfully driving app installs for an eCommerce brand through paid media campaigns.
- Preparing weekly and monthly comprehensive reports and presentations for clients with to showcase campaign performance, highlighting key insights, successes, and areas for improvement.
- Collaborated with cross-functional teams, including creative, content, and analytics, to ensure seamless integration and alignment of media campaigns.
- Leading a team of Six individuals for daily operations.
- Proactively address client concerns, feedback, and requests to ensure their satisfaction and long-term partnership.
- Provided strategic recommendations based on client objectives, market trends, and campaign performance.
- Running experiments and A/B Testing on paid social channel to find incremental revenue across user and customer cohorts.

Digital Marketing Intern

Callous Web | 12/2021 - 03/2022

- Conducting keyword research, optimizing website content, analyzing website traffic and performance using SEO tools, and implementing SEO strategies to improve search engine rankings.
- Grew Monthly Organic Traffic from 0 to 2,500 in 3 months for a brand-new Website with SEO Efforts.
- Setting up Google search console and Google Analytics for new clients.
- Coordinated with the Content team for quality content Creation.
- Writing blog posts, website content, and social media captions. Also, assist with content planning and editing
- launching Google ads for clients, and Monitoring for possible improvement.