

SUMMARY

Performance marketer with 3.5+ years of experience scaling lead generation campaigns across global markets. Proven ability to **increase lead volume 4X while reducing CPL by 78%** through structured testing, funnel optimization, and data-driven decision-making. Experienced in managing **\$100K/month budgets across 10+ countries**, owning campaigns end-to-end—from strategy to execution to scaling. Strong focus on building repeatable growth systems, not just running ads.

KEY SKILLS

- Meta Ads • Google Ads • Lead Generation • Optimize campaigns • Paid Customer Acquisition Manage
- Marketing Budgets • Digital marketing • Sales • Verbal Communication • Copywriting
- CPL & ROAS Optimisation • Market Research • Creative Ideation & Testing

TECHNICAL SKILLS

- MS Clarity • SEMrush • Excel • WordPress • Google Analytics • MoEngage
- Canva • GetResponse • Apollo.io • Asana • Ubersuggest • ChatGPT

Professional Experience

Performance Marketing Executive

Apr '25 - Present

Yes2Growth

Gururgram, India (Remote)

Driving growth for brands using multiple paid channels.

- Managed and scaled a **\$100K/month paid media budget** across **10+ MENA markets**, executing a multi-channel performance marketing strategy for a global logistics brand.
- Scaled paid acquisition spend from **\$50K → \$100K/month** while maintaining efficiency and lead quality
- Drove **B2B lead generation from ~600 to 2,465/month (4X growth in 6 months)** through structured funnel optimization and campaign strategy
- Reduced **Cost Per Lead from \$217 → \$47 (78% decrease)** by improving targeting, creative performance, and conversion funnels
- Led and executed a **\$120K global campaign across Meta, Google, Programmatic, and Direct channels**, generating **2,700+ MQLs** and **32M+ impressions in a single month**
- Built scalable **multi-country acquisition frameworks**, balancing volume growth with lead quality across diverse markets
- Developed an **automated reporting system using Google Sheets and Supermetrics**, reducing reporting effort by **90%** and enabling real-time performance tracking
- Established **data-driven reporting and optimization frameworks**, guiding decisions across targeting, messaging, and budget allocation
- Owned **end-to-end campaign lifecycle**, including strategy, execution, funnel optimization, and cross-functional collaboration
- Improved lead quality and conversion efficiency by refining **qualification frameworks and funnel structures**
- Built **AI-powered market research systems** to analyze competitors and trends, reducing research time by **50%** and accelerating campaign planning

Digital Marketing Specialist

Nov '23 - Nov '24

ODE Holdings, Inc.

Arizona, USA (Remote)

Driving Growth on social media and business for 10+ brands using multiple organic and paid channels.

- Managed **10+ brands** across paid and organic channels, scaling on social and business growth.
- Grew organic engagement to **2M+** and built **10K+ followers** for **5+ brands**.
- Executed Meta, Google Search, and Performance Max campaigns with structured A/B testing on creatives, copies, and audiences.
- Reduced **Google Ads spend** by **85%** while maintaining **1.5x–2x ROAS**.
- Managed paid media budgets up to **\$10K/month**, delivering consistent **4x ROAS**.
- **Led a team of 3**, overseeing campaign execution, performance tracking, and content creation.
- Drove **agency growth** from **\$30K to \$72K** annually through lead generation and client onboarding

Digital Marketing Executive

Jul '22 - Jul '23

Technowand

Brisbane, Australia (Remote)

Driving growth across multiple organic and paid channels by collaborating with in-house teams.

- Achieved **60+ qualified leads** through targeted email marketing using **Apollo.io** within 10 months
- Executed Google Ads campaigns with a **\$400/month budget**, generating **10+ qualified leads/month**
- **Improved organic visibility** and search rankings through **on-page SEO optimization** using **SEMrush** and **Moz**
- **Optimized the WordPress website** to enhance user experience and performance both for SEO and Paid ads
- **Grew LinkedIn** page from **200 to 700+ followers in 6 months** through audience-focused content and communication

EDUCATION

PG Certification in Digital Marketing and Communications

Jan '22 - Dec '22

Mudra Institute of Communications, Ahmedabad

Ahmedabad, IN

- Percentage: 86.78%

Bachelor of sciences in Applied Zoology

Aug '18 - Nov '21

Centurion University of Technology and Management

Bhubaneswar, IN

- CGPA: 8.9/10

Reference

“Rituraj is a true multitasker who embraces every opportunity with enthusiasm. He is highly responsive and consistently available, taking on challenges with grace and efficiency. When faced with obstacles, he digs deep to understand the root cause and ensures they are resolved effectively. His dedication and problem-solving skills are truly commendable. He is not only an exceptional professional but also a humble and kind-hearted individual. His positive nature makes him a pleasure to work with, fostering a collaborative and supportive environment.”

~ Nisha Bashera, Marketing Team Lead At ODE Holdings INC

CERTIFICATIONS

- Certified Marketing Analytics expert (Issued by MoEngage).
- Certified Marketing Implementation (Retention) expert (Issued by MoEngage).
- Certified Professional in Growing Business with Facebook (Issued by Meta)
- Certified Professional in Marketing Analytics (Issued by UpGrad)
- Certified Professional in Social Media and Content Marketing (Issued by UpGrad)