

Results-driven Performance Marketer with 4+ years of experience in paid media, growth, and SEO, focused on scaling acquisition, optimizing ROI, and driving measurable business impact.

Work Experience:

My Haul Store is a fast-growing **D2C-focused digital commerce platform** enabling brands and sellers to scale customer acquisition and revenue. **(1st Mar'25 -Present)**

- Managed and optimized **₹50L+ monthly ad spend** across Google, Meta, and YouTube, driving scalable growth with strict CAC and ROI benchmarks.
- Managed **20+ active brands monthly**, contributing to **150+ brands handled annually**, delivering consistent performance across paid and organic growth initiatives.
- Managed a cross-functional **team of 10**, overseeing execution and directly handling client meetings, onboarding, and performance reviews.

Bhrighu Academy of E-Learning is the Edtech venture of Popular Group, bridges the gap between academia and industry, actively preparing an industry-ready workforce. **(1st Aug'24 - March 25)**

- Developed and launched the website [Bhrighu Courses](#).
- Coordinated with a digital marketing agency to grow website traffic from 0 to 10K in 3 months.
- Conducted a workshop on [Data Science at BIT](#), collected feedback, and leveraged the event for marketing.

The Knowledge Academy is renowned as the global leader in training, offering 30,000+ courses across 1,000+ locations in 190 countries. **(1st July '23 - Aug 24)**

- Increased [organic traffic](#) by 40% within 3 months.
- Improved average [keyword rankings](#) from page 2 to page 1 for targeted keywords.
- Developed and executed content strategies resulting in a 100K+ total traffic milestone.

Internship:

CouponsWala provides services in the e-commerce sector to shoppers across India, 500+ brands, and has 2000+ coupons & deals on the website. **(1st Dec'22 - 31st May' 23)**

- Assign 50+ companies to on-page and off-page SEO with keyword research, backlink building.
- More than 50+ blogs are published on websites. The average (CTR) increased from 1.2% to 3.6%.

Academics:

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|----------------------------------|-------------------|---------------------|
| • B.COM(P), St. Xavier's College | CGPA: 7.04 | (July'19 – Aug'22) |
| • AISSCE, D.A.V Public | Percentage: 77.4% | (June'17 – May'19) |
| • SSC, Kendriya Vidyalaya | CGPA: 8.6 | (April'07 – Mar'17) |

Certifications:

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|---|--------------------------|
| • Microsoft Advertising Search (Bing) | (2025 May '10 - May '12) |
| • Google Analytics Certification (Google) | (2024 Mar' 22- Mar '22) |
| • Master Digital Marketing (LinkedIn) | (2024 Sep '1 - Sep '30) |
| • How To Plan Content Strategy (Semrush) | (2024 Jun '1 - Jun'25) |

Skills & Tools:

SEO, SMM, Content Creation, Data Analysis, Brand Management, Influencer Marketing, Analytics Tools Proficiency.

Social Initiatives:

- Active member of the social club YFI (Youth for free India). Participated in events to support below-poverty-line society. Provided grocery and stationary support to 300 people.

Interests:

Current Affairs, Political News, Ancient History, Mythology.