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| **SHIKHAR RASTOGI**  **EDUCATION** |  | Email: [shikhar.rastogi.17bk@bml.edu.in](mailto:shikhar.rastogi.17bk@bml.edu.in)  Phone: +91 81275 43086 |
| BBA, BML Munjal University (Association with KPMG) | CGPA: 6.8/10 | 2017-2020 |
| Class XII | 79% | 2016-2017 |
| **WORK EXPERIENCE** |  |  |

Feb’2023- Present

Performance Marketing Manager

**TheBrandBee**

* Achieved 40% CPL reduction, driving qualified leads through data analysis & targeted campaigns
* Boosted Average Order Value by 10% via cross-selling and upselling strategies across channels
* Successfully managed and optimized a monthly ad spend of 20 Lakhs

Jun’2022- Nov’ 2022

Assistant Marketing Manager

**Ancora**

* Increased lead generation by **2x in a span of 3 months** using LinkedIn sales navigator & CRM tools like Slintel & Freshsales
* Achieved **20% lead conversion** and completed end to end onboarding of clients like "Canara HSBC" and "Okaya Power"
* **Improved CTR by 40%** from 0.3% to 0.42% and **reduced CPC by 14%** from $10 to $8.6 by **narrow targeting** in LinkedIn Ad campaigns

**CedCoss** Digital Marketing Analyst Jun’2021- July 2022

* Designed **digital marketing campaigns** for clients and managed a **budget of $35k** in Google ads as a digital marketing lead in SEM team
* Defined target audience and designed **shopping campaign** for Kings Jersey leading to increasein **ROAS by 20x** by optimizing search terms
* Managed SEA wing's **end-to-end revenue** ($40k monthly) and executed strategies for brand building and revenue growth

**Asecom ventures** Freelance Digital Marketing Consultant Jan’2022 – June 2022

* **Ideated and launched** Google Ads campaign for client, leading to **CTR of 6%** and monthly conversions of $2,000
* Conducted **A/B testing**, managed the bidding process and led keyword research for launching search campaigns

# POSITIONS OF RESPONSIBILITY

**Hero’s Challenge (67th Milestone)** Core Member (Organizing team) 2019-2020

* Launched an inter-college event, War of DJs, first time in the BMU history. Total participation from 7 college of Delhi NCR
* A total of 10 events spanning 2 days, witnessed a participation of more than 1000+ students

**Club {#Hashtag}** Co-founder 2018-2019

* Co-founded Club {#Hashtag} along with 3 others and formed a team of 14 members within the first 2 months of inception
* Organized events such as Halloween party and Dandia night, which saw a turnout of 500+ students

**TEDx, BMU** Core Member (Organizing team) 2017-2018

* Organized and planned TEDx event with Ritesh Agarwal (CEO of OYO Rooms) as the Chief Guest
* Drafted budget and led a team of 6 students in managing the logistics and campaigning of the event
* 55% savings in budget of Rs.20K in designs, by ensuring cost efficient sourcing and optimum utilization of resources

# SKILLS/TOOLS PROFICIENCY

Google Ads, Google Analytics, GMC, Search Engine Marketing (SEM), LinkedIn Sales Navigator, Salesforce, SemRush, HubSpot, Keyword Planner, SPSS, SalesQL, Airtable, Animaker, Lusha