

DHRUVA KAKKAR

Manager - Performance Marketing

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Noida, India



SUMMARY

Developed and executed comprehensive performance marketing strategies to drive user acquisition, retention, and revenue growth across multiple digital channels such as **Google, Meta, Amazon, programmatic display & Affiliate Network**.

Led cross-functional teams to launch successful marketing campaigns and drove a diverse portfolio of marketing initiatives to achieve **5-10x growth** in revenue and profit, with **annual budget of ~INR200 million**.

EXPERIENCE

05/2022 - Present

Noida, India

Manager - Client Success

ET Medialabs

Utilized data-driven insights to optimize campaign performance, achieving a ~100% increase in ROI within 12 months for some clients through setting up and optimization on right conversion events

- **Leading a team of 6 associates** along with interns, responsible for their training and growth.
- Handling **diverse portfolio of clients** in industries such as Home improvement, Education Consultants, Beauty & Fitness, Apparel & Niche products.
- Working with industry leaders such as **Slurppfarm, Dermalogica and Urban Company**
- Responsible for various KPIs such as **App Growth, Lead Generation, Revenue maximization & Increasing quality traffic on Website**.

11/2021 - 05/2022

Gurugram, India

Account Manager

Holistik Digital

Managed Google Ads and Meta Ads campaigns for multiple E-commerce clients resulting in a 20-35% increase in revenue while also increasing efficiency.

- Keyword Research, Landing Page Optimization, Creative/Copy Recommendations, A/B Testing, Audience/Demographic Research, Media Planning, Call Campaigns, WhatsApp Ads, Shopping/Catalogue Ads, Reach & Frequency Campaigns, Conversion Tracking.

06/2021 - 11/2021

Mumbai, India

Account Manager

ICICI Bank

Managed Social Media Marketing

- Working with partner agencies to achieve awareness targets. Create calendars for content posting, increasing engagement rates.

01/2017 - 06/2018

Gurugram, India

Audit Associate

KPMG

Conducting Audit of Financial Statements as per compliance

- Part of Melbourne Audit Division, awarded with Rising Star for high quality delivery.

EDUCATION

2019 - 2021

Delhi, India

PGDM - Marketing

International Management Institute, Delhi

2013 - 2016

Delhi

B.Com (Hons)

Shaheed Bhagat Singh College, University of Delhi

STRENGTHS



Data-Driven Decision Making

Utilized data analysis to optimize campaigns, basis **attribution modelling**. **Focusing on A/B testing methodologies, Conversion events tracking, Competitor Analysis & Delivering Dashboards** for monitoring progress on established KPIs



Team Collaboration

Collaborated with brand, creative and analytics team to create effective ad campaigns and deliver successful results.



Dynamic Industry Awareness

Stayed abreast of industry trends and emerging marketing platforms to identify new growth opportunities and stay ahead of the competition.

SKILLS

Google Ads

Meta Ads

D2C/E-commerce Growth

Quality Lead Generation

Marketplace Ads

DV360

App Install Campaigns

Conversion Rate Optimization

Whatsapp Ads

Amazon DSP

ACHIEVEMENTS



Full Funnel Marketing

Executed comprehensive full-funnel marketing strategies, encompassing **brand awareness, conversion optimization, WhatsApp Ads, remarketing initiatives, Google/Facebook Ads management, Marketplace Ads and targeted call campaigns**.



Working with Industry Leading Brands

Delivered growth through performance marketing for Urban Company Middle East (KSA & UAE), Slurpfarm, Dermalogica (HUL) and leading brands

AWARDS



Winning Entry

Received award for passing on valuable learnings within the organization in an initiative called 'Lead with knowledge' in ETML



People's Person

Received award at a company event called Growth Marathon'23 in ETML



Rising Star

Awarded in KPMG for showcasing quick learning abilities