

# ANAND BATAVIA

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## SUCCESS STREAK

- Strategized \$3.5 Million CAD in Ad spends within Google Ads with a **ROAS of 451% for a Retirement Home Conglomerate.**
- **Created full funnel tracking** to understand customer journey and derive conversion values for every action which grew their accounted revenue by 1.5x
- Strategized Brand Revamp for chain of institutes and was able to get **82% course admissions through digital marketing after launching their website.**
- Handled end-to-end Marketing with a startup.



## EDUCATION

### **Post Graduate Diploma in Digital Marketing & Analytics | Confederation College**

Jan 2020 - Aug 2021

My enthusiasm towards modern marketing brought me to this program in Confederation college. Currently maintaining the GPA of 3.75.

### **Post Graduate Diploma in Management (Marketing) | IMDR, India**

2013 – 2015

PGDM with a specialization in Marketing. Had a GPA of 3 and topped my class in the subject of E-business.



## EXPERIENCE

### **Digital Marketing Manager | Art & Science Digital Experience Design, Toronto**

NOV 2021 – CURRENT

- Worked & managed multiple Clients with GAds budgets ranging from \$4000 CAD per month to \$3.5 Million CAD a year.
- Effectively implemented complex tracking for clients using GTM, along with Meta Conversions API setup to surpass iOS cookie update.
- Curated & Strategized Display Ads, Search Ads, Social Media Ads, analyzed through GA4 and connected Looker Studio for automated reporting.
- Utilized fully automated bid strategies to enhance performance of campaigns and connected CRM data through API to get dynamic conversion values for better signals. After which, Conversion Rate jumped by 65%.
- Worked on DV360, CM and other programmatic platforms to traffic Display Ads and strategized HTML5 display campaigns that resulted in strong Brand upliftment.

## **Digital & Brand Marketing Manager | Indreshwar Sugar Mills & SPVP Institutes**

**2018 – 2019**

- Strategized and handled ATL & BTL marketing campaigns for rural belt.
- Launched their website and promoted social media pages throughout.
- Designed creatives & wrote content for the educational institutions owned by the same firm.
- Curated Display Ads, Search Ads, Social Media Ads, Analyzed through GA and much more.

## **Digital Marketing Manager | MedsOnWay by Easy Pharma Pvt. Ltd., Pune, India**

**2017 – 2018**

- Chalked out plans for digital promotions through various platforms and executed the same with 300% ROI.
- Marketed various customer activation events & tracked their activities through in-house application.

## **Technical Customer Support Associate (Digital Marketing) | Accenture, India**

**2016 – 2017**

- Reviewed, and assisted clients in setting up paid campaigns in AdWords and Double Click Search (Google Search Ad Platform).
- Had a customer satisfaction rating of 4.7 out of 5.
- Identified a glitch in DS ad platform and suggested a system to overcome that issue which resulted in better conversion tracking.



## **SKILLS**

- PPC Specialist
- DV360 and CM360
- Social Media Account Management
- GA4 and Looker Studio
- GTM & Conversion Tracking
- Performance Marketing
- Brand Development
- Adobe PS, Premiere Pro, After Effects



## **REFERENCES**

- Andrea Garimort, Email - [a.garimort@gmail.com](mailto:a.garimort@gmail.com), Contact - +1-437-988-4230  
Andrea was Ex-Director of Media & Analytics at Art&Science.
- Varun Sai, Contact info - +91-8087615113  
Varun was Marketing & Sales head in Medsonway.