

# KARTIK KURDEKAR

6362874124 | omkarkartik134@gmail.com | Bangalore

DIGITAL MARKETING ASSOCIATE

## PROFESSIONAL SUMMARY

Digital Marketing Executive with 2+ years of hands-on experience in biddable media, campaign optimization, and lead generation. I am proficient in Google Ads, Meta Ads, and LinkedIn Ads with expertise in analytics platforms such as Google Analytics, Tag Manager, and Zoho CRM. Adept at driving ROI-focused campaigns across multiple geographies while aligning brand voice with business objectives. In addition to performance marketing, I am skilled in designing impactful creatives and social media content, with a strong understanding of visual communication. Experienced in using Canva and Figma to create compelling ad creatives and user-centric designs that elevate campaign performance and engagement.

## PROFESSIONAL EXPERIENCE

- PRODUCT MARKETING ASSOCIATE** | ACCRED ALTS | Bangalore Feb 2025 – present
- Specialized in performance marketing, creating impactful creatives to generate quality leads via Meta and LinkedIn.
  - Spearheaded multiple ad accounts and campaigns across Meta Ads, strategically allocating and optimizing a ₹2.6L+ budget/month.
  - Drove **2,000+ qualified leads** with an average CPL of **₹100**, ensuring cost-efficient acquisition.
  - Conducted **in-depth audience targeting & A/B testing** to refine performance and improve CTR.
  - Automated lead management and nurturing using **Zoho CRM workflows**, enhancing sales pipeline efficiency.
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- CONTENT AND MARKETING ASSISTANT** | Fond Vet Tech | Bangalore Aug 2024 – Feb 2025
- Skilled in content Marketing, UI design, market research, and video editing.
  - Developed expertise in media advertising and creating compelling social media strategies.
- APPRENTICE TRAINEE** | TRELLEBORG SELAING SOLUTIONS | Bangalore Dec 2029 – Dec 2020
- Developed skills in quality control and assurance through hands-on training.
  - Proficient in product inspection, identifying defects, and providing actionable insights.

## EDUCATION

SDM College of Engineering and Technology, Dharwad.

2021 – 2024

Bachelor of Mechanical Engineering

Undergraduate Program from Visvesvaraya Technological University, Belgaum.

## SKILLS AND INTEREST

**Soft Skills:** Effective communication, proactive problem-solving, and strategic planning to optimize digital campaigns and drive business growth.

**Hard Skills:** Figma (Proficient), Meta ads, Google ads, Zoho CRM, Marketing Automation and IVR Integration.

**Languages:** English, Hindi, Kannada, Konkani & Telugu(Intermediate)

**Interests:** Photography and Badminton.

## LEADERSHIP

Led a team of 20 creative photographers and videographers in elevating the college's social media presence through a content strategy focused on student lifestyle.