

# KARTIK TYAGI

## **Performance Marketer | Meta & E-commerce**

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### **Professional Summary**

Performance Marketer specialised in managing Meta and Google Ads for D2C and B2B brands. Managed ₹6.4L+ in ad spend, improved lead volume by 3x, and delivered up to 640% ROI through funnel-based campaign execution and continuous optimization.

### **Skills**

- **Paid Ads:** Meta Ads, Google Ads, Flipkart Ads
- **SEO & Content:** SEO (On/Off Page), Keyword Research, WordPress and Shopify, Landing Page Optimization
- **Analytics:** GA4, ROAS/CPA Optimization, A/B Testing, GTM
- **Tools:** Excel, Meta Business Suite, Canva

### **Professional Experience**

#### **1. Performance Marketing Freelance | Remote**

*Brand – VRH Derma* | Meta and Flipkart Ads

Oct 2025 - Jan 2026

- Managed ₹1.5L-2.0L/month Meta Ads; (₹6.4L total spend)
- Handled Flipkart listings and ads for VRH, boosting sales by 40%
- Implemented full-funnel strategy (TOF–MOF–BOF) to improve conversion efficiency
- Generated a 640% ROI within 2 months

*Business- Award-wala*

Jan 2026 – Feb 2026

- Executed Pan-India B2B lead generation campaigns on Meta Ads
- Managed ₹15,000 campaign budget
- Targeted business owners and decision-makers

#### **2. Freelance Digital Marketing | Remote**

Oct 2024 – Present

- Volunteering content writer at **Prayan Foundation**
- Managed and optimized 2 YouTube channels, the first video crossed 3.5L+ views
- Conducted SEO audits and keyword research for 2 websites [Growthify and VRH]

#### **3. Outreach Executive | PrashantAdvait Foundation**

Jan 2025 - Apr 2025

- Raised ₹2.5L+ in donations through direct and digital outreach initiatives
- Generated 25-30 leads daily through targeted outreach and follow-ups
- Gained experience in client engagement, sales, and lead nurturing

### **Education**

- **Advanced Digital Marketing Course** | Tech Mahindra Foundation Aug 2025 – Dec 2025
- **M.A. in Organisational Psychology** / IGNOU (ODL) Dec 2024 – Dec 2026
- **B.A (Hons) in Psychology** | Quantum University, Roorkee Oct 2021 – Jun 2024

### **Additional Projects**

#### **1. Growthify Digital Marketing Project**

- Developed a WordPress site optimized for SEO, keywords, and performance speed
- Website- [growthify.page.gd](http://growthify.page.gd)

### **Certifications**

MS Excel (Skill Course), [Google Ads Search](#), [Ahrefs Marketing Specialist](#), [HubSpot Social Media Marketing](#), [Semrush SEO Essentials](#), [Oracle AI Foundations](#), [Google Ads Measurement Certification](#)