

KARTIK TYAGI

Performance Marketer | Digital Growth Strategist

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Professional Summary

Performance Marketer specialised in Meta ads, Google Ads, and E-commerce Ads leveraging Behavioural Psychology and analytics to scale D2C and B2B campaigns with measurable ROI

Skills

- Advertising Tools:** Meta Ads, Flipkart Ads, Google Ads, GA4, GSC, GTM, Excel, and Meta Business Suite
- SEO & Content:** SEO (On/Off Page), Keyword Research, WordPress and Shopify, Landing Page Optimization
- Analytics:** ROI/ROAS Analysis, CPC/CPA Optimization, A/B Testing, Remarketing and Segmentation
- Creative Tools:** Canva, Illustrator, Capcut, Lightroom, Nano Banana Pro

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; total ₹6.4L handled
 - Improved past campaigns to generate 3x more leads
 - Planned and executed funnel-based lead generation campaigns using TOF, MOF, and BOF strategies
 - Generated a 640% ROI within 2 months
 - Created ad creatives with 1.5% – 3.67% CTR
2. **Freelance Digital Marketing** | Remote

Oct 2024 – Present
- Volunteering content writer at **Prayan Foundation**
 - Handled E-commerce listings for VRH, boosting sales by 40%
 - 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
 - M.A. in Organisational Psychology** / IGNOU (ODL)
 - B.A (Hons) in Psychology** | Quantum University, Roorkee
- Aug 2025 – Dec 2025
- Dec 2024 – Dec 2026
- 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
2. **Falling Civilisation Awareness Campaign**

- Created content, wrote SEO blogs, and managed Instagram to create awareness posts related to environment
 - Social Media Page – [Instagram](#), [Blog Article](#)

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](#)