

# KARTIK TYAGI

## Performance Marketer | Digital Growth Strategist

GTB Nagar, Delhi | [parastyagi015@gmail.com](mailto:parastyagi015@gmail.com) | +91 9458350632, +91 9084156309

### 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 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)
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](#)