

# 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
  - 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](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](#)