Hariram N

Performance Marketer

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I'm a B.Tech IT graduate who transitioned from software development to performance marketing. Currently working at Flutch Technologies Pvt. Ltd. with 1 year of hands-on experience. Skilled in Meta Ads, Google Ads, Hotstar Ads, and WhatsApp tools like AiSensy, Wati, and Bitespeed. Worked across industries like E-commerce, Real Estate, Retail Store, FMCG, Beauty, and Health & Wellness. Experienced in full-funnel campaigns - from awareness to conversions and sales. Proficient in Shopify Analytics and customer segmentation to run high-converting retargeting campaigns. Executed WhatsApp automation flows for abandoned cart, order updates, and inquiries. Now seeking a role to scale brand growth through data-driven digital strategies.

EDUCATION

MBA: Project Management (online)   *Nov 2024 - Jun 2026 (Expected)*
Jain University, Bengaluru, Karnataka

B.Tech: Information Technology   *Sep 2020 - Apr 2024*
Mepco Schlenk Engineering College, Sivakasi, Tamil Nadu

WORK EXPERIENCE

Performance Marketing Associate   *Jun 2024 - Present*
Flutch Technology Pvt, Ltd, Bengaluru, Karnataka

- **E-commerce: Tones Fashion:** Improved ROAS by 33% (6 to 8); reduced CAC by 55%; increased revenue by 125% (₹8L to ₹18L) in 6 months. **Damngood (Skincare):** Increased ROAS by 135% (1.7 to 4+); reduced CAC by 59%; scaled revenue by 1480% (₹1L to ₹15.8L); maintained CPC under ₹5. **Aaral Clothing:** Maintained 4+ ROAS on ₹11K AOV; reduced CAC by 27%; scaled monthly budget by 150%. **Key Tools:** Meta Ads (Video, Carousel, Catalogue), Lookalike & Retargeting, Bitespeed (Broadcasts, Journeys), Shopify Analytics, WhatsApp Automation.
- **Real Estate: SBR Group (SBR One, Magnus, Florenso):** Increased leads by 272% (137 to 510); reduced CPL by 48% (₹1,200 to ₹624); improved Google Ads CPL by 50% through better keyword targeting.
- **Health & Wellness: Samedha Ayurvedha:** Delivered 500–600 monthly calls at an average cost per call of ₹35 on a budget of ₹20K–₹60K.
- **FMCG: Tasty Gold (Cooking Oil):** Increased Instagram visits by 500% (1K to 6K); maintained CPM between ₹5–₹7; scaled YouTube video impressions from 5L to 10L; 5X growth in thruplays.
- **Beauty & Personal Care: Vistosa (Salon):** Generated 70 leads/month at ₹280 CPL; converted 20–28% into walk-ins on a ₹20K budget.
- **Retail Store: Variety Mall (Fashion Jewellery Store):** Executed Meta Brand Awareness Campaign with ₹40K budget, achieving 2.1M reach and 4L thruplays at ₹0.09 CPV. Ran Hotstar Ads with ₹50K budget, delivering 5L impressions and 1.1K clicks to boost offline footfalls.

SKILLS

Practical Skills: Advertising Platforms: Meta Ads, Google Ads, Hotstar Ads, **E-commerce Tools:** Shopify, Shopflo, Commerce Manager (Catalog Ads), **WhatsApp Marketing:** AiSensy, Wati, Bitespeed (Broadcasts, Journey Flows, Automation), **Web & Analytics:** Google Analytics, Google Search Console, Google Tag Manager (GTM), UTM Tracking, **CRM & Tracking:** Meta Events Manager, Conversion API, Pixel Integration, **Landing Page Tools:** Shopify Checkout Customization, Partial COD, OTP Validation, **Local SEO :** Google my Business

Technical Skills: Performance Marketing (Full-Funnel Campaign Strategy), Campaign Optimization (ROAS, CAC, CPL, CPV), Audience Segmentation (Detailed Targeting, Lookalikes, Retargeting), Conversion Rate Optimization (Pixel Events, GTM, Landing Page UX), Ad Creative Strategy (Video, Carousel, Catalog, CTWA), Funnel Automation (Abandoned Cart, Order Journey via WhatsApp), Data-Driven Decision Making (Budget Scaling, Reporting & Analysis), Keyword Targeting & Negative Keyword Strategy (Search Campaigns)

Personal Skills: Communication, Punctuality, Friendly, Honesty

Languages Known: English, Tamil

CERTIFICATIONS

- **Professional Diplomo in Digital Marketing:** IPCS Global Academy
- **1 Year of Experience in Performance Marketing:** Flutch Technology
- **Google Ads for Beginners:** Coursera

DECLARATION

I hearby declare that all the details provided above are true to the best of my knowledge.