ARUN RAGHAV

DIGITAL MARKETING EXECUTIVE | PERFORMANCE MARKETING & D2C GROWTH

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PROFESSIONAL SUMMARY

Performance-focused Digital Marketing Executive with 4+ years of relevant full-time experience across D2C, e-commerce, fintech, FMCG and lifestyle campaigns. Hands-on expertise in Meta Ads, Google Ads, conversion tracking and performance reporting, with experience optimizing multi-brand paid-media portfolios, creative tests and customer acquisition funnels.

SELECTED PERFORMANCE HIGHLIGHTS

INR 8-15 lakh cumulative monthly ad spend | 3.2x-3.8x blended ROAS on applicable accounts | 50,000+ app installs | 25% CPA reduction

PROFESSIONAL EXPERIENCE

Digital Marketing Executive | Sociopool India Pvt. Ltd. Sep 2023 - Present

Brand accounts: BBindaas, GTA Naturals, DirectPay4U, Pay2Earn, Supreme Kesari, Devpran

- Execute and optimize Meta Ads and Google Ads across multiple client accounts, managing INR 8-15 lakh in combined monthly paid-media spend and monitoring ROAS, CPA and CAC.
- Achieved 3.2x-3.8x blended ROAS across applicable e-commerce campaigns through prospecting, retargeting, creative iterations and funnel optimization.
- Supported paid app acquisition for DirectPay4U and Pay2Earn, contributing to 50,000+ installs while reducing cost per acquisition by 25%.
- Worked on 0-to-1 D2C marketing for BBindaas and GTA Naturals; GTA Naturals recorded 300% brand-visibility growth over six months.
- Use GA4 e-commerce events, Google Tag Manager, Meta Pixel / Conversions API and Looker Studio to measure performance; collaborate with creative and web teams on ad testing and CRO.

Digital Marketing Executive | Burner Digital Pvt. Ltd. May 2022 - Jul 2023

Brand accounts: Overlays, Layers | Gen-Z fashion and lifestyle

- Executed Meta Ads brand-awareness and engagement campaigns, generating 100,000+ impressions and improving audience engagement by 40%.
- Optimized targeting and creative execution, reducing cost per engagement by 20% and improving click-through rate by 30%.
- Collaborated with designers and content teams on youth-focused ad visuals, messaging, campaign reporting and ongoing performance improvements.

CORE SKILLS & TOOLS

Paid Media: Meta Ads Manager (Advantage+ Shopping, DPA, CBO); Google Ads (Search, Performance Max, YouTube); prospecting, retargeting, app installs, lead generation.

Analytics & Measurement: Google Analytics 4 (GA4), Google Tag Manager (GTM), Meta Pixel, Conversions API (CAPI), e-commerce event tracking, Looker Studio.

Growth & Web: ROAS / CAC / CPA optimization, A/B testing, UGC creative testing, landing-page CRO, Shopify / Liquid, WordPress / PHP, SEO, reporting.

SELECTED PROJECTS & EARLIER WEBSITE WORK

Education Beginner: Built and managed an educational website, content workflows and SEO initiatives; prior project results include 40% growth in organic traffic.

Policy Bhandar: Developed a WordPress insurance portal and lead-generation funnels using Google, Meta and YouTube Ads; 500+ webinar sign-ups and 3x ROAS.

IAS Paper (earlier full-time website work): Maintained educational web pages, content updates and publishing workflows.

EDUCATION

Bachelor of Computer Applications (BCA) | Indira Gandhi National Open University (IGNOU), Distance Education | 2020-2022