

TARUNIT KARKERA

PERFORMANCE MARKETING SPECIALIST | GROWTH MARKETER

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PROFILE

Results-driven Performance Marketer with 3+ years of experience driving scalable growth through data-driven digital strategies. Proven track record of generating 25,000+ leads, ₹3+ crore revenue impact, and up to 5x ROAS across industries including education, healthcare, aviation, home automation and consumer tech.

Expertise in paid media (Meta & Google Ads), conversion rate optimization (CRO), funnel strategy, and analytics-led decision-making. Skilled at building full-funnel acquisition systems, reducing CAC, and maximizing ROI through continuous experimentation and optimization.

SKILLS

- **Performance Marketing:** Meta Ads, Google Ads, LinkedIn Ads, Paid Media Strategy, Campaign Optimization
- **Growth & Analytics:** Conversion Rate Optimization, Funnel Optimization, A/B Testing, GA4, Tag Manager
- **Lead Generation & Automation:** Lead Generation Strategy, Landing Page Optimization, Email Marketing, WhatsApp Marketing, Marketing Automation
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- **Content & Creative:** Ad Copywriting, Creative Strategy, Content Marketing, Social Media Strategy
- **SEO & Organic Growth:** On-Page SEO, Technical SEO, Keyword Research, Local SEO
- **Tools:** Google Ads, Meta Ads Manager, GA4, GTM, HubSpot, Klaviyo

KEY ACHIEVEMENTS

- Generated **₹3+ crore** revenue impact for clients
- Managed **150+ campaigns** with **₹15L+ ad spend**
- Generated **25,000+ qualified leads** across campaigns
- Increased website traffic by **68%–145%** across campaigns
- Delivered **12,488 applications** (24.8% above target) for education campaigns
- Achieved an average CPL as low as **₹60**, with a revenue generation of **₹1,400 per lead**
- Delivered more than **5x ROAS** and **2233% ROI** growth (every ₹1 spent generated ₹23.33)

WORK EXPERIENCE

Budventure Technologies Pvt. Ltd • Digital Marketing Executive | March 2025 - Present

- Managed and scaled Meta & Google Ads campaigns, driving consistent high-quality leads
- Built and optimized full-funnel marketing systems, improving conversion rates
- Led creative strategy and ad copywriting, increasing CTR and engagement
- Executed SEO strategies to improve organic traffic and rankings
- Implemented A/B testing frameworks across ads and landing pages
- Collaborated with influencers and teams to drive brand awareness and conversions

The Grey Metaphor • Client Servicing Executive | October 2024 - January 2025

- Achieved 95% client satisfaction score through proactive communication
- Improved client retention by 25%
- Conducted market research to identify growth opportunities
- Managed cross-functional coordination for campaign execution

IndiaNIC Infotech Ltd • Digital Marketing Executive | May 2024 - September 2024

- Developed brand growth strategies using data insights
- Executed social media and content campaigns to boost engagement
- Led creative direction for consistent brand communication

Atlas Softweb Pvt. Ltd • Jr. Digital Marketing Executive | February 2023 - April 2024

- Executed high-performing Meta Ads campaigns for lead generation
- Optimized ad creatives and copy for improved performance
- Contributed to landing page and UI/UX improvements
- Conducted marketing research and strategy implementation

PROJECTS & CASE STUDIES

Aerotrans India - Aviation Campaign

- Generated **210+ leads** at **₹88 CPL**
- Increased bookings by **14%**
- Improved landing page engagement by **21%**

Institute of Technology (ITNU) Campaign

- Delivered **12,488 applications** (**24.8%** above target)
- Strong performance across Google & Meta Ads

Nirma University - MBA Campaign

- Generated **5,600+** applications
- Achieved CPA as low as **₹35**
- Increased website traffic by **68%**

Hester Biosciences – Rural Growth Campaign

- Generated **550+** inquiries & **1000+** WhatsApp subscribers
- Achieved **4x ROI** and Increased traffic by **145%**

EDUCATION

Master of Business Administration, Marketing

Symbiosis International University | April 2025 - May 2027)

Bachelor's of Arts, Economics

St. Xavier's College, Ahmedabad | July 2018 - June 2022

Class 11th - 12th, Commerce

Kendriya Vidyalaya, Ahmedabad | June 2016 - June 2018

CERTIFICATIONS

- LinkedIn Ads Strategy Expert
- Google-Certified GA4 Analyst
- HubSpot-Certified SEO Expert
- Google-Certified CRO Specialist
- Google-Certified Project Manager
- Jaro-Certified Generative AI Expert
- Klaviyo Email Deliverability Certified
- Jaro-Certified Performance Marketer

LANGUAGES

- English
- Hindi
- Gujarati
- Tulu