

ROHIT RAI



Delhi | +91-88517 46763 | rrai0757@gmail.com

SUMMARY

Strategic and ROI-driven **Performance Marketing Specialist** with **5.8 years of experience** managing high-budget campaigns on Google & Meta. Skilled in scaling brands, optimizing conversions, and executing data-led marketing strategies across industries. Strong in client communication, analytics, and creative collaboration to deliver consistent growth.

EXPERIENCE

Performance Marketing Manager

The Agency Way | Gurugram, India | January 2024 - Current

- Executed Google & Meta campaigns across multiple client accounts.
- Planned campaign strategies and optimized for higher performance.
- Coordinated with design and content teams for creative requirements.
- Focused on driving growth through performance tracking and analysis.

Digital Marketing Specialist

The Thunder Brand Solutions | Noida, India | April 2023 - December 2023

- Managed **lead generation campaigns** on Google Ads and Meta.
- Worked on targeting, ad copies, and creatives to improve lead quality.
- Coordinated with creative teams for campaign assets.
- Tracked and optimized campaign performance for better results.

Digital Marketing Executive

Route Ignite Solutions Pvt. Ltd. | Gurugram, India | August 2022 - March 2023

- Managed **international ad accounts** with tailored campaign strategies.
- Conducted social media and Google Ads management with performance tracking.

SKILLS

- Google Ads (Search, Display, Video)
- Meta Ads (Lead Generation & Conversion Campaigns)
- Campaign Planning & Optimization
- Conversion Tracking & Analytics
- A/B Testing & Performance Reporting
- Client Communication & Account Handling
- Email Marketing & Automation
- WordPress & Shopify

EDUCATION

Delhi University

B.Com

CBSE Board

12th

CBSE Board

10th

- Created ad copies and visual briefs for multiple brand categories.
- Worked on campaign optimization and client reporting.

Google Ads Manager

Digital Birbal | New delhi, India | February 2020 - July 2021

- Managed Google Ads accounts, including keyword research and bidding.
- Monitored campaign performance and implemented A/B testing.
- Optimized campaigns to improve results and reduce costs.

WEBSITES, PORTFOLIOS AND PROFILES

<https://rohitraidigitalmarketer.in/portfolio/>