Ravinder Kumar

Delhi-NCR, India +91-9324400581 ravinderkumar2400@gmail.com LinkedIn Profile

PROFESSIONAL SUMMARY

Growth Marketing and Analytics professional with 4+ years of experience driving measurable business growth through performance marketing, data analytics, and AI-powered decision making.

Generated more than INR 16 Crores in attributable revenue while managing over INR 2.38 Crores in advertising spend across Google Ads, Meta Ads, YouTube, LinkedIn Ads, and other digital channels.

Successfully scaled monthly revenue from INR 28 Lakhs to over INR 70 lakhs through customer acquisition strategies, audience optimization, experimentation frameworks, and conversion funnel improvements.

Combines strong business acumen with technical expertise in Power BI, Python, SQL, GA4, and Generative AI to solve growth challenges and drive data-driven decisions.

CORE COMPETENCIES

- Growth Marketing
- Performance Marketing
- Customer Acquisition
- Revenue Growth Strategy
- Marketing Analytics
- Conversion Rate Optimization
- Google Ads
- Meta Ads
- YouTube Ads
- LinkedIn Ads
- Power BI
- Google Analytics 4
- SQL
- Python
- AI and Marketing Automation
- Experimentation and A/B Testing
- Cross-Functional Leadership

EDUCATION EMPLOYMENT HISTORY

Performance Marketing Manager Smaaash Entertainment Pvt. Ltd. February 2025 – Present

- Own growth and acquisition strategy across Google Ads, Meta Ads, YouTube Ads, LinkedIn Ads, and remarketing channels.
- Scaled monthly revenue from INR 28 Lakhs to more than INR 2 Crores through audience optimization, experimentation, creative testing, and funnel improvements.
- Manage approximately INR 18 Lakhs monthly advertising spend while maintaining strong acquisition efficiency and return on ad spend.
- Drive more than 250,000 monthly website visits through paid acquisition initiatives.
- Lead cross-functional teams supporting campaign execution, analytics, reporting, and customer engagement.
- Built Power BI and GA4 dashboards for executive reporting, customer behavior analysis, and revenue forecasting.
- Collaborate with leadership, sales, operations, and creative teams to align marketing investments with business objectives.
- Conduct continuous experimentation across audiences, creatives, landing pages, and bidding strategies.

Performance Marketing Executive NSE Academy June 2024 – January 2025

- Managed Search, Display, YouTube, and Meta campaigns focused on lead generation and enrollment growth.
- Reduced customer acquisition cost by 35
- Improved lead quality through landing page optimization and funnel analysis.
- Delivered strategic recommendations and performance reporting to senior stakeholders.

Digital Marketing Manager NK Herbal August 2022 – April 2024

- Led customer acquisition strategy across Google Ads, Meta Ads, Amazon Ads, SEO, and conversion optimization initiatives.
- Improved return on ad spend from 4x to 12x through campaign restructuring and audience targeting improvements.
- Developed full-funnel customer acquisition programs that increased revenue while maintaining profitability.
- Collaborated with product, sales, and creative teams to improve customer journey performance.

KEY ACHIEVEMENTS

- Generated more than INR 16 Crores in attributable revenue through performance marketing initiatives.
- Managed over INR 2.38 Crores in advertising spend.
- Scaled monthly revenue from INR 28 Lakhs to over INR 2 Crores.

- Reduced customer acquisition cost by 35
- Improved return on ad spend from 4x to 12x.
- Drive over 250,000 monthly website visitors through paid acquisition campaigns.
- Built executive-level Power BI dashboards improving decision-making speed and reporting efficiency.

PROJECTS

Marketing Intelligence Dashboard

- Developed Power BI dashboards integrating campaign, revenue, and customer behavior data.
- Automated reporting workflows and improved marketing performance visibility.

AI-Powered Marketing Automation System

- Built AI-assisted workflows for competitor intelligence, content generation, campaign research, and operational efficiency.

Iris Recognition Machine Learning System

- Developed a machine learning model achieving approximately 95

PUBLICATIONS

- Research work focused on Web Scraping methodologies and WhatsApp Data Privacy applications.

EDUCATION

University of Mumbai M.Sc. Computer Science (Data Science) 2022 – 2024

University of Delhi B.Sc. (Hons.) Computer Science 2017 – 2021

CERTIFICATIONS

- McKinsey Forward Program Ambassador, Alumni
- Prompt Design in Vertex AI
- LinkedIn Marketing Strategy Certification
- Build Real World AI Applications with Gemini and Imagen
- Deloitte Australia Data Analytics Job Simulation
- Tata Cybersecurity Analyst Job Simulation

TECHNICAL SKILLS

Advertising Platforms:
Google Ads, Meta Ads, YouTube Ads, LinkedIn Ads, DV360, Amazon Ads

Analytics:
Google Analytics 4, Power BI, Looker Studio, Google Tag Manager

Programming and Data:
Python, Pandas, SQL, Excel

AI and Automation:
Vertex AI, Gemini, Prompt Engineering, Marketing Automation

Growth Marketing:
Experimentation, Attribution, Funnel Optimization, Customer Acquisition, Revenue Growth

LEADERSHIP PROFESSIONAL ACTIVITIES

- McKinsey Forward Program Ambassador and Alumni Representative.
- Webinar Co-Host supporting professional development and learning initiatives.
- Advocate for AI adoption, marketing analytics, and data-driven decision making.