

# MEENAKSHI PUNDIR

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## **PERFORMANCE MARKETING MANAGER**

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Digital marketing & Data Analytics professional with over 5.10 years of experience solving business problems. Ability to optimize performance and scale marketing campaigns with over 8 Million + monthly spends for diverse industries. Expertise in media buying, data analytics, and marketing strategy.

### **WORK EXPERIENCE**

#### **Digital Marketing Manager** | Advatix APAC Logistics Pvt. Ltd. | September 2023, Present

I oversee marketing for three brands under the GCG group: Advatix, Xpdel, and Archway. My role involves managing their digital presence and performance marketing strategies.

Key responsibilities include:

- Developing & implementing marketing strategies to enhance the digital presence of all three brands.
- Optimizing performance marketing campaigns across various channels.
- Analyzing data to identify areas for improvement and implementing strategies to drive growth.
- Collaborating with cross-functional teams to execute successful marketing initiatives for each brand.
- Currently onboarding multiple platforms to grow the business and scale the brand.

#### **Digital Marketing Manager** | Mohar Organics Pvt. Ltd.-Laiqa | February 2022, September 2023

- Managed and optimized campaigns on Facebook, Google, Amazon, and Flipkart.
- Scaled and optimized the brand by 900% and improved Conversion Rate by 60%.
- Enhanced website flow and user journey for improved user experience, employing a holistic approach to boost performance.
- Performed creative analysis and audience testing to maximize campaign impact and scale the brand.
- Analyzed and implemented the best strategies to scale and grow the brand.

#### **Digital Marketing Analyst** | Redroom Technology Pvt. Ltd. - Sanfe | October 2020, February 2022

- Successfully managed & optimized omnichannel campaigns, consistently achieving monthly growth of 25-30%.
- Created impactful ads and implemented strategic approaches on key social and search channels like Facebook, Instagram, and Google.
- Analyzed website user flow and market segments with Google Analytics and Microsoft Excel, optimizing performance precisely.
- Implemented advanced strategies to optimize and scale Amazon Marketing Services (AMS), boosting revenue from the marketplace channel.
- Performed website audits and enhancements, achieving a 300% improvement in conversion rate and enhancing overall user experience.

#### **Assistant Manager (Paid Media)** | CX Ventures | August 2018, October 2020

- Successfully led the Paid Media Team, driving highly effective Facebook and Instagram ad campaigns that consistently surpassed KPIs across various industries.
- Conducted audits and developed strategic media plans, achieving 25% month-over-month revenue growth.
- Led client meetings and delivered impactful review presentations.
- Created compelling ads and strategies across Facebook, Instagram, Snapchat, Taboola, and Adgebra.

- Used Google Analytics and Excel to analyze consumer journeys, market segments, and optimize performance metrics.

Brands Managed: Rummy Circle, Rummy Passion, Policy Bazaar, Lenskart, Freshmenu, Mcaffeine, Momsco, Tata Starquik and many more.

## EDUCATION

**Dronacharya College Of Engineering - MDU, Gurgaon**

B. TECH COMPUTER SCIENCE -2014-2018

## PROFESSIONAL SKILLS

- **Marketing Tools:** Meta Ads, Google Ads, Amazon Ads, Klaviyo, Snapchat Ads, Flipkart Ads
- **Analytical Skills:** Microsoft Excel, Google Analytics 4, Data Studio, Tableau
- **Soft Skills:** Excellent communication skills, Problem-solving abilities, Persuasion Skill
- **Technical Skills:** Pixel Tracking, Conversion API, Google Tag Manager

## PERSONALITY TRAITS

- Adaptable, Flexible & Team-worker
- Accept Constructive Criticism
- Autodidact
- Positive Mindset
- Work Ethic

## AWARDS AND HONORS

**Star Performer of the Quarter-** CommerceX | August 2019

- Recognized as the Quarter's Standout Performer in the Paid Media Team.

**Best Team of the Year -** ConversionX | February 2020

- Recognized as the best team of the year for the Paid Media Team managed by me.