AJAI S

Performance Marketing Executive

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SUMMARY

Performance marketer running Google and Meta lead generation for online degree programmes, currently handling about **Rs. 1 Cr a month on Google** and **Rs. 20–25 lakh a month on Meta**. Campaigns are judged by admissions, with CRM data deciding what gets scaled and what gets cut. Brought CPL down on both platforms within two months while holding **4.5x ROAS on Google** and **4x on Meta**. B.E. in Computer Science.

SKILLS

- **Ad Platforms:** Google Ads (Search, Demand Gen), Meta Ads Manager
- **Tracking:** Google Tag Manager, GA4, Meta Pixel, UTM Tracking, Conversion Tracking Setup
- **Optimization:** Portfolio Bidding, Search Term Analysis, Keyword Structuring, Ad Copy and Creative Testing, Lead Form Testing, Retargeting, Landing Page Testing
- **Analytics:** CPL, CAC, CPA, CTR, CPC, ROAS, Quality Score, CRM Lead Analysis, Admission Funnel Analysis, Excel
- **Tools:** Canva, Notion

EXPERIENCE

USDC Global Pvt Ltd Jun 2026 – Present

Performance Marketing Executive *Bengaluru, Karnataka*

- Run Google and Meta lead generation for online degree programmes at JAIN Online, ARKA JAIN University, Adichunchanagiri University, Yenepoya and NITK Surathkal, as part of a three-person team. Plan campaign experiments and take them live after manager approval.
- **Google Ads:** Handle about **Rs. 1 Cr a month** on JAIN Online across **11–15 campaigns**. Brought CPL down **17% in two months**, held **4.5x ROAS** checked against admissions data, and lifted lead-to-admission from **5% to 6%**.
- Cut wasted spend through search term reviews, negative keywords, portfolio bidding, keyword restructuring and ad copy tests, with Quality Score holding steady. Used Demand Gen for both prospecting and retargeting.
- **Meta Ads:** Run **Rs. 20–25 lakh a month** across **3–4 campaigns** on one account, bringing in **30–40 leads a day**. CPL fell **15–20% in two months** at **4x ROAS**.
- Tested lead form layouts and qualifying questions, which moved lead-to-admission from **2% to 4%** on lower spend. Reviewed creatives one by one and scaled the ones that worked.
- Went through CRM data to find junk leads and fix the source. Worked on dedicated programme landing pages to cut irrelevant enquiries.
- Set bids by campaign theme with separate CPC and target CPA limits. Blended CAC sits at **Rs. 10–13K**, down about **Rs. 1K**.
- Set up Google Ads conversion tracking through GTM and installed a new Meta Pixel for ARKA JAIN University Online, testing every event before launch.

CERTIFICATIONS

- Google Ads Search Certification, Google Skillshop
- Google Analytics (GA4) Certification, Google Skillshop
- Fundamentals of Digital Marketing, HubSpot Academy

EDUCATION

P.S.V. College of Engineering and Technology Krishnagiri, TN

B.E. in Computer Science and Engineering, CGPA: 7.97 *Nov 2021 – May 2025*