JATIN KASHYAP

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PERFORMANCE MARKETING MANAGER

SUMMARY

Marketing professional with expertise in go-to-market strategy, digital strategy, brand management, performance marketing, digital analytics, and team leadership. Managing a $15K monthly marketing budget and run omni-channel campaigns across paid, owned, and earned channels to improve ROI, hit growth targets, and strengthen the brand.

TECHNICAL SKILLS

Google Ads / Meta Ads / X Ads	GA4 / Google Tag Manager	Marketing Automation / CRM
Search Engine Optimization	Social Media Marketing	App Marketing
Advance Excel / Basic SQL	Power BI / Looker Studio	Notion / Asana

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PROFESSIONAL EXPERIENCE

Vedic Meet, SaaS, Performance Marketing Manager   **April 2025 - Present**

- Leading mobile app marketing for Vedic Meet across Google Ads and Meta Ads, executing over 35+ campaigns including Search, Performance Max, App Install, Demand Generation and Brand Awareness.
- Managing a monthly marketing budget of $15K, optimizing spend efficiency and achieving consistent business growth.
- Increased monthly traffic from 16K to 38.5K within 6 months through a mix of on-page, off-page, technical SEO, and paid media strategies.
- Supervising a team of 3 marketing specialists & 2 intern, ensuring timely execution, creative testing, and data-backed optimization.
- Implementing end-to-end conversion tracking & UTM strategy, improving attribution accuracy and increasing ROAS to 3.4x through continuous campaign optimization.

Octaloop, Marketing Agency, Performance Marketer   **August 2024 - March 2025**

- Managed a ₹3.5 lakhs monthly performance marketing budget and executed high-converting Google & Meta Ads campaigns, including remarketing, sales funnels, and audience segmentation.
- Drove event ticket sales, brand awareness, and sponsorship leads while achieving a 4.2x ROAS through data-driven optimisation.
- Led the complete performance marketing strategy for the Indian Blockchain Tour (IBT) and the Metamorphosis flagship event.
- Executed end-to-end event marketing across 6 cities for the Blockchain Tour, including acquisition, remarketing, and retention funnels.

EDUCATION

MBA in Marketing and Digital Transformation & Analytics   **March 2025**
Institute of Management, Nirma University

Bachelor of Technology in Computer Science & Engineering   **April 2023**
Institute of Technology, Nirma University

ADDITIONAL INFORMATION

- **Certifications:** Google Ads, Google Analytics, Data Analysis with Excel, SEO Specialization, Facebook Ads, Lean Six Sigma Green Belt, Content Marketing