Adwait Kulkarni



DIGITAL MARKETING EXPERT

Contact

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Subject: Application for a Suitable Role in Digital Marketing.

Dear Hiring Manager,

I'm genuinely excited to throw my hat in the ring for a role in your organization that fits my background in graphics design, digital marketing, content strategy, and web development. With 9+ years of experience helping brands glow up online, I've basically become a one-person creative– tech–marketing combo pack (batteries included).

Over the years, I've led everything from SEO and social media campaigns to paid ads and content strategies — all with one mission: make the numbers go up and the brand look great while doing it. I work closely with tools like GA4, SEMrush, GTM, WordPress, and automation platforms… almost to the point where they feel like my coworkers.

What truly excites me is blending creativity with data. I love storytelling just as much as I love dashboards — and thankfully, both get along well in my workflow. I've also collaborated with designers, developers, and leadership teams, and I'm proud to say no one has ever threatened to throw a laptop out the window during a project with me. Teamwork makes the dream work, right?

I'd love to bring my strategic thinking, upbeat energy, and ideas-that-don't-sleep to your team. I'm confident I can contribute to your growth, add value, and maybe even add a little extra sunshine to your Monday meetings.

Thank you for considering my application. I'm excited about the possibility of contributing to your success — and hopefully cracking a smile or two along the way!

Warm regards,

Adwait Kulkarni

Adwait Kulkarni

Adwait Kulkarni

Digital Marketing Specilist

Portfolio Link: adwaitkulkarni.com



CAREER OBJECTIVE

I'm excited to bring my creativity, strategy, and a healthy dose of digital magic into a role where I can help brands grow, shine, and maybe even surprise themselves! With deep experience across Performance marketing, digital marketing, content strategy, SEO, and web development, I love turning big ideas into measurable results. My goal is simple: join a team where I can boost growth, spark new ideas, and add some cheerful energy (and maybe a few good laughs) while delivering high-impact, data-driven marketing success.

SUMMARY

I'm a results-driven Digital Marketing and Growth Strategist with 9+ years of experience transforming ambitious business goals into measurable growth, stronger revenue, and lasting competitive advantages.
My expertise spans performance marketing, Google Ads, Meta Ads, advanced SEO, AI-powered marketing, conversion rate optimization, marketing automation, web development, and data analytics. I combine strategic vision, creative thinking, and analytical precision to build marketing ecosystems that deliver exceptional business results.
Having worked across competitive international markets, including Australia, the United States, and Europe, I understand what it takes to scale brands, maximize ROI, accelerate customer acquisition, and turn marketing investments into profitable growth.
I think beyond campaigns, clicks, and conversions. I focus on the bigger picture: business profitability, market positioning, customer lifetime value, and sustainable expansion.
What sets me apart is my ability to connect technology, creativity, consumer psychology, and business strategy to solve complex growth challenges.
I don't simply manage marketing. I engineer growth, challenge industry standards, and create the kind of competitive advantage that ambitious brands need to lead their markets.
My philosophy is simple. Results build reputation. Innovation creates opportunity. Exceptional strategy builds market leaders.

SKILLS

- **Digital Marketing Strategy**
- **Content Strategy + Writing**
- **Graphics Design- Adobe Creatie Suit**
- **SEO Optimization + SEMrush / Ahrefs**
- **Paid Media (PPC, Google Ads+ Meta)**
- **Social Media Management**
- **Email Marketing**
- **Marketing Automation**
- **Google Analytics 4 (GA4)**
- **Conversion Rate Optimization (CRO) Data**
- **Analytics & Reporting Go-To-Market**
- **Strategy**
- **Campaign Management**
- **Branding & Storytelling**
- **Video Editing+ Marketing**
- **UX / UI Collaboration**
- **CMS Management (WordPress, Webflow)**
- **Copywriting**
- **A/B Testing**
- **AI Marketing Tools (ChatGPT, Jasper)**
- **Customer Journey Mapping**
- **Performance Marketing**
- **Market Research**
- **Stakeholder Management**
- **Data Privacy & Compliance**
- **Communication & Collaboration**
- **Adaptability & Innovation**
- **Brand Management**

ADDITIONAL SKILLS

- **Creativity**
- **Organizational skills**
- **Adaptability**
- **Collaboration**
- **Critical Thinking**
- **Leadership Quality**

The Adventures of My Marketing Career

From my first content draft to helping in full- blown marketing strategies, my career has been a fun ride of learning, leveling up, and collecting milestones like achievements in a video game. Here's the journey that shaped my skills — and my love for digital magic!



DGS
Content Writer
2017 - 2019

Where the adventure began — armed with creativity and caffeine!

- Launched my career creating high-impact, SEO-driven content that boosted brand visibility, engagement, and organic growth while building a strong foundation in strategic storytelling and digital marketing.

WNS
Senior Marketing Executive
2019-2020

The glow-up continued — and so did the challenges!

- Led strategic marketing initiatives for global clients, aligning brand positioning with business objectives while seamlessly integrating design, SEO, and digital marketing to drive impactful results.

Cyber Design India
Senior Marketing Executive
2020 - 2021

A fast-paced chapter full of creativity, coordination, and campaign wins.

- Managed content creation and digital marketing initiatives by working closely with designers, writers, and developers to deliver cohesive campaigns.
- Elevated brand storytelling through data-backed ideas and creative approaches that made every project smarter and more impactful.

Aptino
Marketing Lead
2021-2023

The growth, strategy, and results era — with plenty of wins along the way!

- Participated in digital and content marketing strategies along with web developement for enterprise clients, boosting their visibility, engagement, and brand presence.
- Achieved measurable improvements in traffic, conversions, and ROI — delivering the kind of results that make teams say, "We need more of this!"

Koantek
Digital Marketing Manager
2023-2026

My "big leap" chapter — where strategy, data, and creativity all teamed up!

- Transitioned into a more strategic role, diving deep into data analytics, growth marketing, and campaign optimization — basically turning dashboards into decision-making magic.
- Implemented AI-driven insights and cross-platform strategies that boosted brand reach and ROI — proving that smart tech + smart marketing = serious growth.

Marketing Eye
Digital Marketing Head
2026-Till Date

Leading the next chapter of global marketing innovation, strategy, and growth!

- Spearheading high-impact digital marketing strategies for international brands, combining AI, performance marketing, SEO, and advanced analytics to drive revenue, maximize ROI, and accelerate business growth.
- Leading multi-channel campaigns, digital transformation, and data-driven innovation while turning complex marketing challenges into scalable growth opportunities and measurable business success.

Future Vision
Strategic Marketing Leader
2030

- Evolving toward **leadership in digital strategy and business innovation,** driving enterprise growth through data, creativity, and technology.

A Deep Dive

- Built deep, hands-on expertise across Graphics Designing, Web Development, SEO, data analytics, and performance marketing — blending creativity, strategy, and technology like an executive who truly enjoys wearing multiple hats (and somehow makes them all look easy).
- Known for fostering innovation, collaboration, and consistent growth, bringing teams together and guiding them toward results that deliver real business value — powered by smart storytelling, insightful analytics, and a digital-first mindset… with a little positivity sprinkled in for good measure.

DGS

Content Writer

January 2017 – July 2018

- Content Writing
- Content Marketing

Ms Office · SEM Rush · Grammarly · AHERFS · Copyleaks

- I built a strong and joyful foundation in SEO writing, content creation, and audience engagement by crafting high-performing content for websites, blogs, and promotional campaigns across multiple digital platforms. Along the way, I developed a deep love (and skill!) for keyword optimization, search intent, and on-page SEO — helping content rank better, attract the right audience, and boost engagement consistently.
- I also played an exciting role in shaping early brand storytelling and identity by creating purposeful, compelling content that truly reflected the company's vision and connected with its audience. Working closely with marketing and design teams, I helped maintain a consistent message and uplift the brand's tone across all digital channels — making every piece feel aligned and polished.
- To keep everything running smoothly, I established clear workflows and editorial best practices for research, writing, and publishing. I strengthened content quality by ensuring accuracy, clarity, and brand consistency — supported by rigorous proofreading and a data-driven approach to topics and audience targeting. In short, I helped make the content look great, read better, and perform brilliantly!

WNS

Senior Marketing Executive

February 2019 – February 2020

- Content Writing
- Content Marketing
- Web Development
- Email Marketing
- UX/ UI Deign
- Graphics Designing

Ms Office · SEM Rush · Wordpress · Grammarly · AHERFS · Adobe Cloud · Copyleaks · Figma · Canva · Brevo · Tag Manager · Analytics

- I participated in customer-centric content strategies that boosted digital engagement, improved client satisfaction, and kept brand communication perfectly aligned with business goals. By diving deep into audience behavior, user intent, and key digital touchpoints, I crafted content that genuinely connected with the right people — driving strong, measurable interactions across multiple platforms.
- Working as a part of marketing, SEO, design, and web development teams, I helped build and refine SEO-optimized, data-driven content and website frameworks that enhanced organic visibility. I played a key role in aligning keyword strategy, search trends, web architecture, and conversion-focused storytelling — turning insights into campaigns and pages that performed better and grew steadily.
- To keep the brand message sharp and consistent, I used analytics to fine-tune tone, structure, visual storytelling, and even UI/UX elements on web pages. With support from performance data, engagement metrics, and A/B tests, every piece of content — and every page — delivered both creative value and measurable ROI.
- I also designed and produced high-quality creative assets including blogs, landing pages, social posts, email campaigns, promotional materials, and user-friendly web pages. By ensuring a cohesive brand voice and smooth web experience across all channels, I helped strengthen brand equity, boost engagement, and improve conversion outcomes — all through thoughtful storytelling, smart strategy, and a touch of creativity.

Cyber Design India

Senior Marketing Executive

March 2020 – November 2022

- Content Writing
- Content Marketing
- Web Development
- UX/ UI Deign
- Graphics Designing
- SEO
- Reporting
- Google Ads
- Emails
- Social Media

Ms Office, SEM Rush, Wordpress, Grammarly, AHERFS, Adobe Cloud, Copyleaks, Figma, Canva, Mailchimp, HTML, CSS, Tag Manager, Analytics, Social Media, Google Ads, Square space, Webflow

- Worked directly with writers, designers, and developers to manage content, design, and digital marketing tasks — all while building websites, writing content, creating graphics, and handling SEO. Basically, I was the multitasking engine that kept the creative squad in sync and the campaigns running smoothly.
- Supported end-to-end campaign execution from brainstorming to rollout across web, email, and social platforms — ensuring everything matched client goals, brand vibe, and performance expectations.
- Helped drive creative automation, design improvements, and SEO-first practices by mixing smart data with UI/UX thinking to enhance user experience, organic reach, and conversions.
- Assisted in designing and developing responsive websites, landing pages, and digital assets — ensuring they looked modern, worked well across devices, and met technical SEO requirements.
- Participated in web development to streamline workflows and maintain good SEO hygiene across pages (because Google likes tidy websites too!).
- Contributed to creating marketing collaterals, brand assets, and B2B materials with consistent tone, visuals, and messaging for a stronger, more unified brand presence.
- Participated in marketing and design tasks to turn complex ideas into clear, engaging digital stories and campaigns that made sense — and made impact.
- Coordinated with different departments to keep creative and technical efforts aligned with SEO goals and ROI expectations, improving campaign efficiency without overcomplicating things.

Aptino

Marketing Lead

November 2022 – July 2023

- Content Writing
- Content Marketing
- Web Development
- UX/ UI Deign
- Graphics Designing
- SEO
- Reporting
- Google Ads
- Emails
- Social Media

Ms Office, SEM Rush, Wordpress, Grammarly, AHERFS, Adobe Cloud, Copyleaks, Figma, Canva, Mailchimp, HTML, CSS, Tag Manager, Analytics, Social Media, Google Ads, Square space, Webflow

- Contributed to the company's digital and content transformation efforts by helping rework and modernize the entire content structure — improving engagement, boosting SEO performance, redeveloping website, google ads and strengthening brand consistency across every platform. In short, I helped give the whole digital marketing ecosystem the "glow-up" it truly deserved.
- Actively performed duties as writer, designer, and marketer throughout the full digital marketing lifecycle — from brainstorming, research, and strategy to creation, optimization, and rollout. I made sure everything aligned with growth goals, brand positioning, and campaign timelines with help of my manager's guidance... while also reducing those classic last-minute surprises that love to pop up at the eleventh hour.
- Helped build data-driven storytelling and keyword-intelligence frameworks by using analytics, performance insights, and search trends to fine-tune content. This strengthened overall content quality and helped position Aptino as a trusted digital authority in its domain.
- Collaborated with developers and UI/UX teams to design and deliver technically optimized, conversion-focused digital assets that improved user experience, lifted website traffic, and consistently brought in better-quality leads — basically helping both users and the business win at the same time.
- Supported and guided junior marketers and content creators on communication style, tone consistency, and creative best practices. This helped build a positive, innovative, and accountable team culture where everyone felt confident bringing new ideas to the table.

Koantek

Digital Marketing Manager

July 2023- Dec 2025

- Content Writing
- Content Marketing
- Web Development
- UX/ UI Deign
- Graphics Designing
- SEO
- Reporting
- Google Ads
- Emails
- Social Media

Ms Office
SEM Rush
Wordpress
Grammarly
AHERFS
Adobe Cloud
Copyleaks
Figma
Canva
Mailchimp
HTML
CSS
Tag Manager
Analytics
Social Media
Google Ads
Square space
Webflow
Brevo
InDesign
Illustrator
G Suit
Customer.io
Meta Ads
After Effects
Runway ML
Midjoureny
Generative AI
Answer Engine
GSC

1. Marketing Strategy & Planning with CEO
Helped shape and execute multi-channel marketing strategies across SEO, content, paid media, and social — boosting brand visibility, engagement, and qualified leads. Worked closely with leadership to keep marketing plans aligned with long-term business goals. Used insights from GA4, Ads, and CRM dashboards to sharpen targeting, optimize budgets, and keep the pipeline flowing smoothly (and sometimes surprisingly fast!).

2. Content Creation & Management
Handled the full content journey — from brainstorming and strategy to publishing and optimization — making sure everything stayed on-brand, accurate, and aligned with market positioning. Built SEO-focused storytelling frameworks and automation workflows to scale content without losing quality. Partnered with creative and technical teams to produce content that strengthened digital authority and fueled inbound performance.

3. Brand Building & Communication
Contributed to brand growth through consistent, strategic storytelling that reflected Koantek's innovation-driven culture. Worked with leadership on long-term brand roadmaps, ensuring every marketing effort boosted recognition and trust. Helped design communication strategies for partners, clients, and investors — keeping things clear, credible, and aligned with corporate goals.

4. Analytics, Reporting & Optimization
Used analytics tools to track KPIs, monitor conversions, and measure campaign effectiveness. Turned performance data into insights that actually sparked improvements. Conducted ROI, funnel, and retention analysis to find gaps, fix them, and improve lead quality — all while keeping acquisition costs in check. Shared reports with stakeholders in a way that made decision-making easier (and sometimes more exciting!).

5. Website Development & Optimization
Supported the company's web strategy by managing CMS updates, improving UX/UI, and ensuring the website delivered a smooth digital experience. Worked with developers to build SEO-friendly structures, integrate automation, and enhance performance. Used AI-driven analytics and personalization to boost engagement, conversions, and overall brand credibility.

6. SEO GEO & AEO Strategy & Implementation
Developed and executed enterprise-level SEO GEO and AEO strategies that strengthened organic visibility, domain authority, and inbound leads. Managed technical SEO, keyword mapping, link-building, and schema work — keeping the site healthy and ranking strong. Stayed ahead of algorithm changes and market trends by consistently refining content structures and search strategy.

7**. Graphic Design & Creative Direction**
Created or oversaw social creatives, digital banners, and brand collaterals to keep campaigns visually aligned. Used design analytics and audience insights to make smarter creative decisions. Worked with designers to craft assets that balanced great looks, usability, and performance (the ideal combo!).

8**. Video Production & Digital Media**
Helped conceptualize and produce video content — including explainers, promos, and motion graphics — blending storytelling, design, and animation. Ensured each video hit the mark across platforms and supported campaign KPIs. Optimized assets for distribution and performance tracking to keep video engagement strong.

Marketing Eye

Digital Marketing Head

Jan 2026-Till Date

- Content Writing
- Content Marketing
- Web Development
- UX/ UI Deign
- Graphics Designing
- SEO
- Reporting
- Google Ads
- Emails
- Social Media

Ms Office | SEM Rush | Wordpress

Grammarly | AHERFS | Adobe Cloud

Copyleaks | Figma | Canva

Mailchimp | HTML | CSS

Tag Manager | Analytics | Social Media

Google Ads | Square space | Webflow

Brevo | InDesign | Illustrator

G Suit | Customer.io | Meta Ads

After Effects | Runway ML | Midjoureny

Generative AI | Answer Engine | GSC

1. Leadership & Team Management

- Leading a five-member digital marketing team across multiple international client accounts.
- Managing team responsibilities, campaign planning, and project execution.
- Mentoring team members and improving operational efficiency.
- Aligning marketing activities with client objectives and business growth targets.

2. PPC & Lead Generation

- Driving qualified leads through Google Ads, Meta Ads, and LinkedIn Ads.
- Managing Search, Performance Max, Demand Gen, and remarketing campaigns.
- Optimizing advertising budgets, bidding strategies, and audience targeting.
- Improving lead quality, conversion rates, ROAS, and customer acquisition costs.

3. Global Client Management

- Leading digital marketing strategies for TAF Greece, Robotic Marketer, Forrest Contact, and Magnetite Australia.
- Developing customized lead generation and customer acquisition strategies.
- Managing international client communication, performance reporting, and campaign planning.
- Identifying growth opportunities and recommending strategies to maximize marketing ROI.

4. SEO, GEO & AEO

- Leading technical SEO, on-page optimization, and organic growth strategies.
- Implementing GEO and AEO strategies to improve AI search visibility.
- Managing keyword research, content optimization, and search engine rankings.
- Improving organic traffic, brand discoverability, and inbound lead generation.

5. Creative & Digital Strategy

- Overseeing graphic design, advertising creatives, and brand communication.
- Developing conversion-focused landing pages and marketing content.
- Directing creative strategies for Google, Meta, and LinkedIn campaigns.
- Ensuring consistency across brand messaging, digital channels, and customer experiences.

6. Analytics & Performance Optimization

- Managing GA4, GTM, Google Search Console, and SEMrush for performance monitoring.
- Implementing conversion tracking, attribution, and campaign measurement.
- Analyzing lead generation funnels, user behavior, and conversion performance.
- Using data-driven insights to optimize campaign efficiency and marketing ROI.

7. Business Growth & Strategy

- Developing integrated digital marketing strategies focused on lead generation and revenue growth.
- Managing advertising investments and resource allocation across client accounts.
- Presenting performance insights, growth opportunities, and strategic recommendations.
- Leveraging AI, marketing automation, and emerging technologies to scale acquisition and improve marketing performance.

PROJECT PORTFOLIO / PERFORMANCE MARKETING

THE ATHLETE'S FOOT
GREECE

E-commerce growth strategy, paid media performance, and optimization insights

TAF

GREECE

Footwear e-commerce growth

PROJECT AT A GLANCE

CLIENT

The Athlete's Foot Greece

REGION

Greece

INDUSTRY

E-commerce / footwear retail

CHANNELS

Google Ads, Meta Ads

PRIMARY GOAL

Revenue growth & purchase acquisition

MY ROLE

Digital Marketing Head / Performance Lead

TOOLS & CHANNELS

Google Ads
Meta Ads
GA4 & Google Tag Manager
Google Search Console
Merchant & product feed strategy

CAMPAIGN TYPES

Performance Max
Brand Search
Generic / category search
Demand Gen & AI Max tests
Remarketing & paid social

Project Purpose

- Scale online purchases and conversion value through a disciplined acquisition strategy across Google and Meta.
- Improve paid media efficiency while balancing full-price products, new arrivals, and promotional inventory.
- Strengthen measurement quality so optimization decisions are based on clean purchase signals and commercial outcomes.

Project Scope

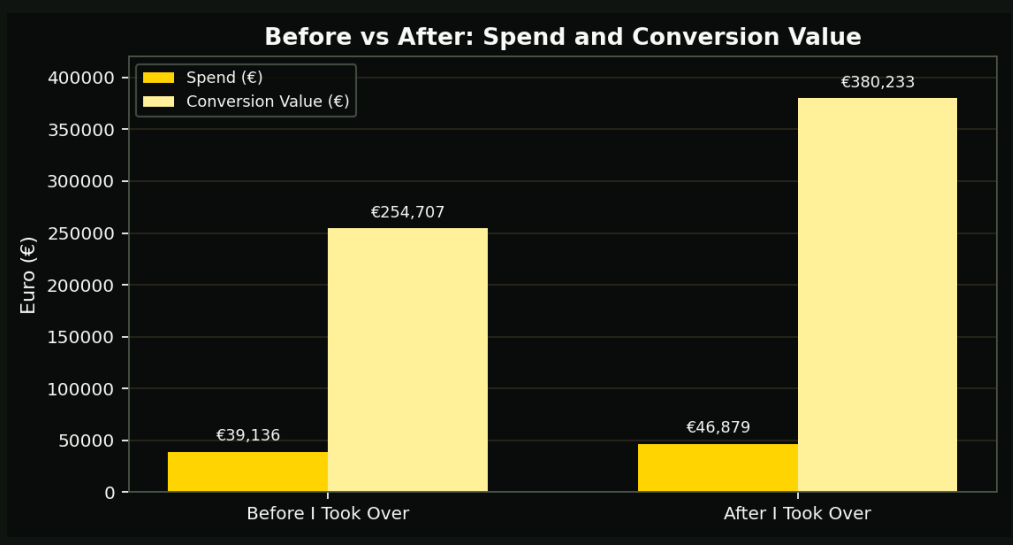
- Paid media strategy: Led campaign structure, budget direction, and account priorities across Google Ads and Meta Ads.
- Optimization management: Worked across Performance Max, Brand Search, product/category segments, Demand Gen, AI Max testing, and remarketing.
- Commercial alignment: Prioritized profitable product lines, branded demand, and high-intent categories while reviewing search terms and negative keywords.
- Reporting & insights: Interpreted ROAS, revenue, conversion trends, and experiment performance to guide scaling decisions.

Performance Highlights

8.11x
WEIGHTED ROAS
After I Took Over

+24.6%
REPORTED IMPROVEMENT
After vs Before

€380.2K
CONVERSION VALUE
After takeover comparison period



Key Deliverables

- Campaign reviews and growth plans covering budget allocation, ROAS targets, and scaling opportunities.
- Purchase-focused measurement recommendations for Google Ads, GA4, and GTM to improve optimization signals.
- Strategic recommendations for search-query hygiene, feed focus, creative direction, and campaign segmentation.
- Client-facing performance insights separating established core activity from experiments.

PERFORMANCE ANALYSIS / INSIGHTS / RECOMMENDATIONS

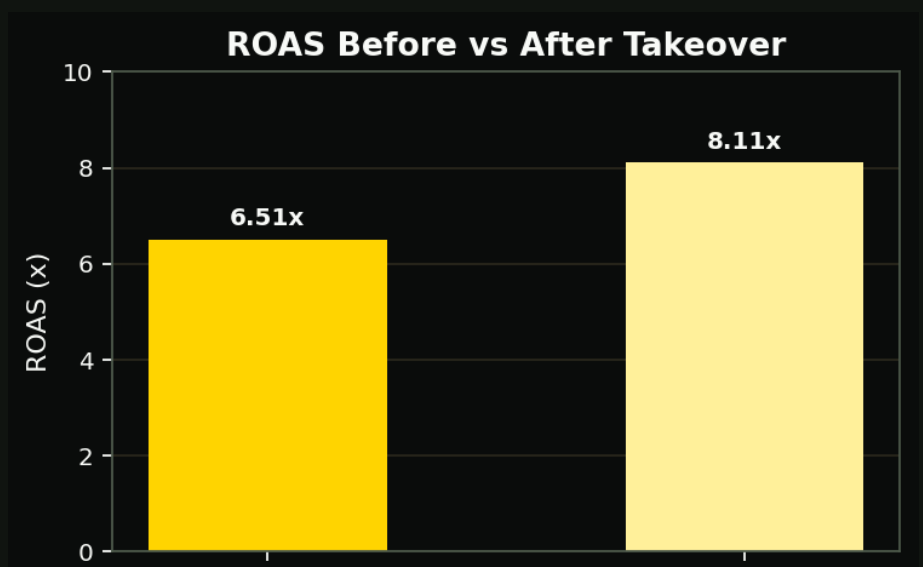
TAF GREECE | PERFORMANCE DEEP DIVE

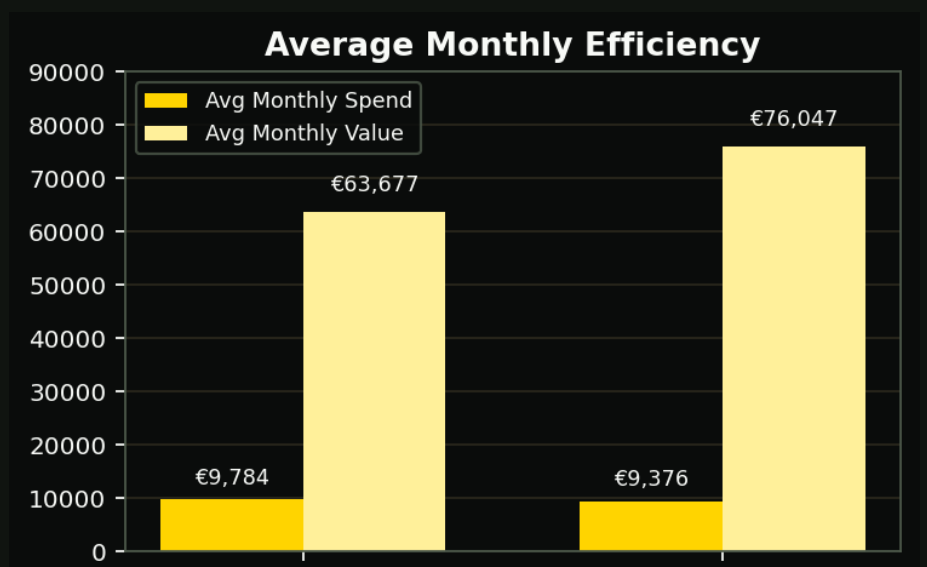
€39.1K
SPEND
Before takeover total

€254.7K
VALUE
Before takeover total

€46.9K
SPEND
After takeover total

€380.2K
VALUE
After takeover total





The Growth Challenge

TAF Greece needed more than campaign maintenance. The priority was to grow online sales efficiently while managing a complex footwear catalogue, varied customer intent, competing campaigns, and evolving measurement requirements.

My Strategic Approach

- Revenue-first acquisition: Prioritized purchase value, ROAS, and product relevance over traffic volume or vanity metrics.
- Account architecture: Developed a structured approach for Brand Search, Performance Max, new arrivals, product categories, and campaign experimentation.
- Budget discipline: Used performance trends to recommend investment toward stronger-performing core campaigns while keeping experimental spend accountable.
- Full-funnel coordination: Connected advertising decisions with landing pages, product availability, creatives, and measurement quality.

What I Led & Delivered

- Google & Meta strategy: Paid media direction, campaign priorities, audience intent, bidding considerations, and performance optimization.
- Measurement: GA4 and Google Ads purchase tracking reviews, conversion-action checks, attribution considerations, and reporting accuracy.
- Search and merchandising: Search-term analysis, negative keywords, product/category segmentation, and new-arrivals messaging.
- Stakeholder leadership: Executive-ready analysis, clear recommendations, and coordination with creative, content, and technical teams.

Business Impact & Takeaways

STRONGER EFFICIENCY

Weighted ROAS improved from 6.51x to 8.11x (+24.6%) between the reporting periods, while average monthly advertising spend fell 4.2%.

SCALABLE FRAMEWORK

A clearer path for scaling core campaigns, improving purchase signals, controlling test budgets, and aligning media investment with commercial priorities.

PROJECT PORTFOLIO / PERFORMANCE MARKETING

MAGNETITE | AUSTRALIA

Multi-location PPC, high-intent lead acquisition and conversion optimization

MAGNETITE

AUSTRALIA

Secondary glazing & acoustic solutions

PROJECT AT A GLANCE

CLIENT

Magnetite Australia

INDUSTRY

Home improvement / glazing

MARKET

Australia; multi-location

PRIMARY GOAL

Qualified enquiries and booked consultations

CHANNEL

Google Ads paid search

ROLE

Digital Marketing Head / Performance Lead

REGIONAL COVERAGE

Sydney
Melbourne
Perth
Canberra
Adelaide / franchise opportunities

TOOLS & CAMPAIGNS

Google Ads Search
Dynamic Search Ads
Remarketing
GA4 & Google Tag Manager
Conversion tracking & reporting

Project Purpose

- Generate high-quality homeowner enquiries for Magnetite's secondary glazing and noise-reduction solutions across key Australian markets.
- Improve cost per lead and regional campaign efficiency by matching high-intent search demand with locally relevant messaging.
- Build a scalable paid acquisition approach that supports both established territories and franchise expansion.

Project Scope & My Responsibilities

- National strategy, local execution: Led paid search planning for Sydney, Melbourne, Perth and Canberra, with location-specific structures and budget priorities.
- Acquisition optimization: Oversaw Search, Dynamic Search Ads and remarketing; refined keyword intent, negatives, geographic targeting and bidding.
- Lead conversion: Reviewed enquiry funnels, landing-page relevance, conversion tracking and call / form lead signals.
- Commercial reporting: Assessed market-level CPA, lead volume and budget efficiency to advise the client on where to scale.

Reported Performance Snapshot

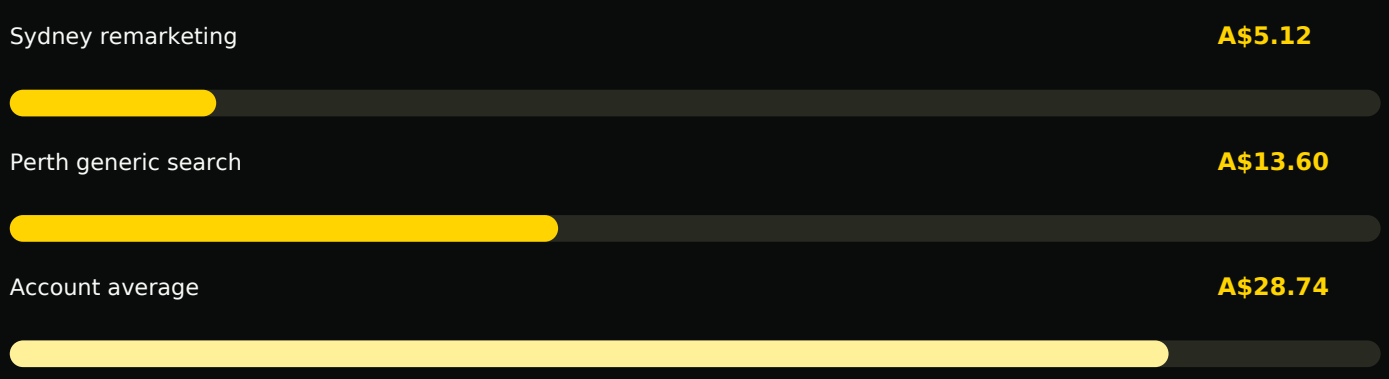
111.93
REPORTED CONVERSIONS
Selected account performance snapshot

A$28.74
COST / CONVERSION
Account CPA in same snapshot

A$3.22K
AD SPEND
Account spend in same snapshot

Regional Efficiency Highlights

Selected campaign examples from the reported performance snapshot



Key Deliverables

- Regional account audits, campaign adjustments and budget recommendations across franchise territories.
- Search-intent, ad relevance and remarketing improvements focused on efficient qualified enquiries.
- Conversion performance monitoring and clear client-facing optimization priorities.

PROJECT PORTFOLIO / PERFORMANCE MARKETING

MAGNETITE | GROWTH STRATEGY

From local search demand to qualified consultations and scalable acquisition

The Growth Challenge

- Each city differed in competition, search intent and lead acquisition cost, requiring more than a one-size-fits-all national campaign.
- Marketing investment needed to generate useful enquiries, not simply clicks, while maintaining visibility across priority markets.
- Campaign structures, tracking and landing page journeys had to support accurate measurement and faster optimization.

My Strategic Approach

01

CAPTURE INTENT

Structure targeted Search campaigns around relevant glazing, insulation and noise-reduction searches.

02

LOCALIZE

Tailor targeting, budgets and messaging for individual Australian markets and franchise needs.

03

CONVERT

Align ad messaging with landing-page experience, enquiry forms and calls.

04

OPTIMIZE

Use CPA, conversion volume and lead quality signals to refine spend allocation.

What I Led & Delivered

- Campaign planning: Designed regional paid search priorities covering market-specific keywords, audience intent and conversion objectives.
- Budget oversight: Evaluated investment by geography and campaign type to support more efficient enquiry generation.
- Performance optimization: Guided bid adjustments, query filtering, ad relevance, remarketing and lead-funnel enhancements.
- Analytics and collaboration: Coordinated measurement checks, reporting and recommendations with the wider marketing team and client stakeholders.

Business Impact & Takeaways

111.93

TRACKED CONVERSIONS

A$3,216.73 invested at A$28.74 per recorded conversion.

24

SYDNEY REMARKETING

Recorded conversions at A$5.12 each, highlighting remarketing efficiency.

24

PERTH GENERIC SEARCH

Recorded conversions at A$13.60 each, showing efficient local demand capture.

Key Takeaways

- Local-market precision: Regional campaign structures helped direct paid search toward relevant homeowner demand rather than broad, untargeted traffic.
- Smarter acquisition: Efficient remarketing and generic search examples identified opportunities to improve cost per enquiry through tailored budgets and targeting.
- Scalable growth approach: Combined search intent, reliable tracking and market-level analysis into a repeatable framework for future lead generation decisions.

PROJECT PORTFOLIO / PERFORMANCE MARKETING

FORREST CONTACT | AUSTRALIA

B2B lead generation, Google Ads performance and organic search growth

FORREST CONTACT

Business enquiries & digital acquisition

PROJECT AT A GLANCE

CLIENT

Forrest Contact

MARKET

Australia

BUSINESS TYPE

B2B lead generation

PRIMARY GOAL

Qualified business enquiries

CHANNELS

Google Search Ads + SEO

ROLE

Digital Marketing Head / Performance Lead

TOOLS & PLATFORMS

Google Ads
Google Analytics 4
Google Tag Manager
Google Search Console
SEO & landing-page optimization

PRIMARY FOCUS

High-intent search traffic
Enquiry form conversions
Cost-per-lead optimization
Organic search visibility
Tracking and attribution

Project Purpose

- Generate more relevant B2B enquiries by capturing high-intent searches and strengthening the path from click to enquiry.
- Lower acquisition costs through better keyword selection, campaign optimization and more relevant landing pages.
- Complement paid media with SEO improvements that expand search visibility and support sustainable inbound demand.

Project Scope & My Responsibilities

- Paid acquisition: Led Google Search strategy, keyword targeting, search-term reviews and cost-per-lead optimization.
- Conversion measurement: Oversaw GA4, GTM and Google Ads tracking for the enquiry thank-you page.
- SEO growth: Guided meta-title, description, internal-linking and page-content improvements to increase organic relevance.
- Client leadership: Reviewed campaign performance, prioritized technical fixes and translated insights into growth actions.

Reported Performance Snapshot

71
CONVERSIONS
Later monthly Google Ads snapshot

A$20.00
COST / CONVERSION
Later monthly reported CPA

-28.5%
CPA IMPROVEMENT
Versus preceding monthly snapshot

Monthly Lead Generation Efficiency

Two consecutive reporting months | Google Ads tracked conversions & cost per conversion

RECORDED CONVERSIONS

Earlier period 49

Later period 71

COST PER CONVERSION

Earlier period A$27.96

Later period A$20.00

Key Deliverables

- Google Ads search campaign optimization, keyword hygiene and budget recommendations focused on enquiry efficiency.
- Conversion tracking validation across GTM, GA4 and Google Ads to support more reliable reporting.
- SEO recommendations covering search snippets, internal linking, content structure and commercial landing pages.

PROJECT PORTFOLIO / PERFORMANCE MARKETING

FORREST CONTACT | GROWTH STRATEGY

Connecting paid search, organic visibility and conversion-focused experiences

The Growth Challenge

- The business needed more relevant enquiries from users with genuine purchasing intent, not just increases in traffic or clicks.
- Paid search efficiency had to improve while tracking reliability and landing-page performance remained important priorities.
- Organic search presented an opportunity to capture additional demand with better relevance, content quality and search-result visibility.

My Strategic Approach

01

ATTRACT

Capture high-intent Google searches through focused keywords and targeted paid campaigns.

02

ENGAGE

Improve ad relevance, search snippets and landing page messaging to match user intent.

03

MEASURE

Track enquiry completions through GA4, GTM and Google Ads with validation checks.

04

OPTIMIZE

Use conversion volume, CPA and organic search data to prioritize growth decisions.

What I Led & Delivered

- Search acquisition: Directed Google Ads campaign refinements, high-intent keyword priorities and cost-efficient lead generation.
- Conversion tracking: Coordinated validation of the enquiry thank-you journey and addressed measurement reliability.
- Organic visibility: Guided on-page SEO, metadata, internal linking and content improvements around relevant search demand.
- Performance management: Analyzed paid and organic data, prepared client insights and prioritized the next optimization actions.

Business Impact & Takeaways

49 → 71

TRACKED CONVERSIONS

Paid search conversions rose 44.9% across the two reported months.

A$27.96 → A$20

COST / CONVERSION

Reported CPA decreased by approximately 28.5%.

83%

ORGANIC ENGAGEMENT

Engaged session rate in a sampled GA4 organic traffic view.

Key Takeaways

- Lead-focused growth: A strong search-intent strategy improved recorded conversion volume without a proportional increase in advertising spend.
- Better acquisition efficiency: More conversions at a lower reported CPA reinforced the value of ongoing keyword and funnel optimization.
- Integrated search strategy: Paid media, reliable tracking and SEO improvements established a coordinated path toward more sustainable qualified enquiries.

PROJECT PORTFOLIO / DIGITAL MARKETING & DESIGN

FORMULA 1

UX/UI design, digital graphics and fantasy gaming experience

PROJECT PROFILE

CLIENT

Formula 1

INDUSTRY

Motorsport / digital fan experiences

ROLE

Graphics design and UX/UI collaboration

WEBSITE

formula1.com

TOOLS & CHANNELS

Figma, Canva, Adobe Creative Cloud

PROJECT OBJECTIVE

Improve fan engagement through cohesive visual design and more intuitive digital experiences.

PROJECT PURPOSE & SCOPE

- Designed website interface concepts, wireframes and high-fidelity mockups with responsive layout considerations.
- Produced racing-inspired digital graphics, icon sets, dashboard widgets and visual components.
- Designed fantasy gaming user flows for team creation, scoring, leaderboards and challenges.
- Prepared consistent brand assets and structured design handoffs for development.

WHAT I DELIVERED

- UI/UX design concepts and reusable visual components.
- Fantasy gaming layouts and navigation prototypes.
- Mobile-ready interface treatments and asset handoffs.

BUSINESS IMPACT & TAKEAWAYS

- Improved design consistency and navigation clarity across web and gaming experiences.
- Strengthened the visual appeal of fan-facing experiences through a unified graphic direction.

REPORTED PROJECT OUTCOMES

Traffic boost **+35%**

Visual consistency **+48%**

UI clarity **+45%**

+35%
TRAFFIC BOOST

+48%
VISUAL CONSISTENCY

+45%
UI CLARITY

PROJECT PORTFOLIO / DIGITAL MARKETING & DESIGN

MICROSOFT

Dynamics 365 Business Central product documentation & technical visuals

PROJECT PROFILE

CLIENT

Microsoft

INDUSTRY

Enterprise software / product education

ROLE

Technical content and visual documentation

WEBSITE

learn.microsoft.com/dynamics365

TOOLS & CHANNELS

Microsoft Office, Figma, Canva, Adobe Creative Cloud

PROJECT OBJECTIVE

Make complex product functionality easier to understand through structured documentation and technical visuals.

PROJECT PURPOSE & SCOPE

- Authored Business Central help and support documentation, including setup guidance and troubleshooting workflows.
- Created process diagrams, product visuals, UI annotations and feature-focused illustrations.
- Produced walkthroughs and product explainer video content for user education.
- Coordinated technical accuracy and accessibility with product and development stakeholders.

WHAT I DELIVERED

- Reusable documentation templates and clear content architecture.
- Technical screenshots, diagrams, feature illustrations and process maps.
- Product tutorials, support guides and organized content assets.

BUSINESS IMPACT & TAKEAWAYS

- Improved information findability with consistent layouts and modular documentation.
- Made technical steps easier to follow for users with varying expertise.

REPORTED PROJECT OUTCOMES

Self-support improvement **+45%**

Support-ticket reduction **-25%**

Learning-speed improvement **+40%**

+45%
SELF-SUPPORT

-25%
SUPPORT TICKETS

+40%
LEARNING SPEED

PROJECT PORTFOLIO / DIGITAL MARKETING & DESIGN

ARI POS

WordPress development, SEO, GEO and answer-engine visibility

PROJECT PROFILE

CLIENT

ARI POS

INDUSTRY

Retail technology / POS software

ROLE

Website development and SEO

WEBSITE

arirms.com

TOOLS & CHANNELS

WordPress, SEMrush, Ahrefs, GA4, GTM, GSC

PROJECT OBJECTIVE

Build a conversion-focused site and strengthen search discoverability to support inbound acquisition.

PROJECT PURPOSE & SCOPE

- Developed responsive WordPress pages with product messaging, CTAs, forms and clear navigation.
- Implemented on-page keyword mapping, metadata, structured content and technical SEO improvements.
- Worked on schema, sitemap, indexability, performance and mobile experience.
- Supported local search visibility and FAQ/answer-focused content, alongside a backlink strategy.

WHAT I DELIVERED

- Responsive website, product and conversion-oriented pages.
- Search audits, technical fixes, structured data and content optimization.
- Local SEO and content discoverability improvements.

BUSINESS IMPACT & TAKEAWAYS

- Improved organic search visibility and the user journey through site and SEO improvements.
- Supported more relevant visitors and stronger brand positioning within POS software.

REPORTED PROJECT OUTCOMES

Organic traffic growth **+65%**

Page authority **+40%**

Bounce-rate reduction **-61%**

+65%
ORGANIC TRAFFIC

+40%
PAGE AUTHORITY

-61%
BOUNCE RATE

PROJECT PORTFOLIO / DIGITAL MARKETING & DESIGN

KOANTEK

Global GTM, digital marketing, SEO and website transformation

PROJECT PROFILE

CLIENT

Koantek

INDUSTRY

Data, AI and cloud services

ROLE

Digital marketing strategy and execution

WEBSITE

koantek.com

TOOLS & CHANNELS

SEO, Google Ads, Meta Ads, GA4, GTM, CMS

PROJECT OBJECTIVE

Strengthen international positioning and connect visibility campaigns with qualified B2B demand.

PROJECT PURPOSE & SCOPE

- Supported cross-market marketing plans for the US, India and APAC, aligned with service growth priorities.
- Coordinated content, email, paid campaigns, landing pages, webinars and creative assets.
- Improved technical SEO, website content, search positioning and conversion pathways.
- Used analytics, CRM insights and reporting to refine marketing decisions and lead nurturing.

WHAT I DELIVERED

- Global digital marketing and go-to-market campaign materials.
- SEO-optimized service content, website improvements and creative assets.
- Reporting dashboards, tracking, nurture workflows and sales-enablement content.

BUSINESS IMPACT & TAKEAWAYS

- Expanded brand presence and inbound lead opportunities across target regions.
- Strengthened positioning around enterprise AI, cloud and data engineering.

REPORTED PROJECT OUTCOMES

Brand visibility +70%

Organic traffic +60%

Conversion lift +35%

+70%
BRAND VISIBILITY

+60%
ORGANIC TRAFFIC

+35%
CONVERSION LIFT

PROJECT PORTFOLIO / DIGITAL MARKETING & DESIGN

SIMPLIFAI.AI

AI product storytelling, website content and organic growth

PROJECT PROFILE

CLIENT

Simplifai.ai

INDUSTRY

Artificial intelligence / automation

ROLE

SEO content strategy and web content development

WEBSITE

simplifai.ai

TOOLS & CHANNELS

SEO, website content, blogs and web UX

PROJECT OBJECTIVE

Translate complex AI offerings into discoverable, accessible content that supports inbound enquiries.

PROJECT PURPOSE & SCOPE

- Developed SEO-oriented blogs, landing pages and website messaging centered on AI-driven solutions.
- Structured the site content around customer needs, search intent and a consistent brand voice.
- Collaborated with design and marketing teams to improve content clarity and on-page experience.
- Maintained website information and optimized publishing workflows.

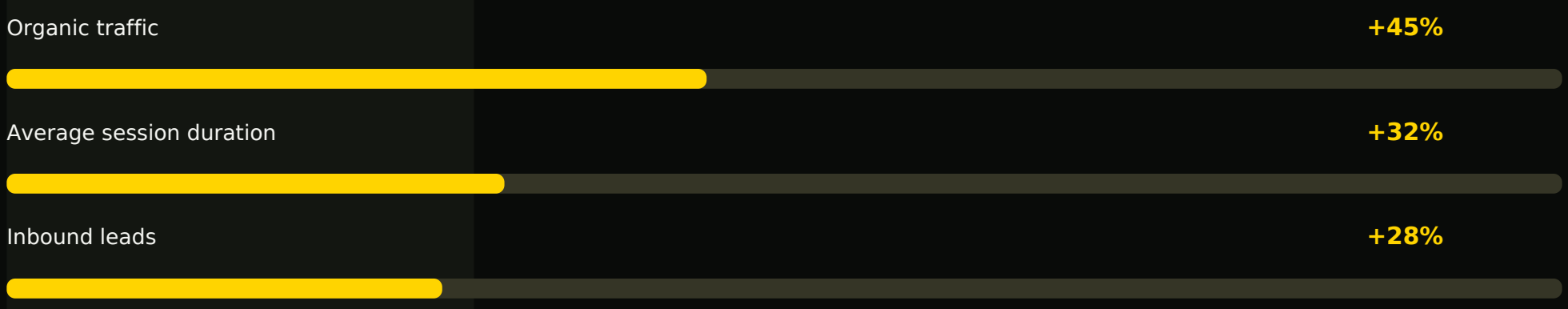
WHAT I DELIVERED

- Search-optimized blog and landing-page content.
- Improved website information hierarchy and product communication.
- Consistent publishing processes and content quality standards.

BUSINESS IMPACT & TAKEAWAYS

- Reported improvements in organic traffic, session duration and search-term visibility.
- Content-led growth contributed to increased inbound leads.

REPORTED PROJECT OUTCOMES



+45%
ORGANIC TRAFFIC

+32%
SESSION DURATION

+28%
INBOUND LEADS

PROJECT PORTFOLIO / DIGITAL MARKETING & DESIGN

DENMAAR

Healthcare content marketing, SEO and inbound lead growth

PROJECT PROFILE

CLIENT

Denmaar

INDUSTRY

Healthcare billing and credentialing

ROLE

Content development and SEO optimization

WEBSITE

denmaar.com

TOOLS & CHANNELS

SEO, keyword research, technical content, blogs

PROJECT OBJECTIVE

Increase organic visibility and attract higher-intent enquiries through trustworthy niche content.

PROJECT PURPOSE & SCOPE

- Created and optimized web pages and educational blog content for healthcare billing and credentialing audiences.
- Conducted keyword research, competition analysis and topic prioritization around search intent.
- Maintained on-page optimization, content accuracy and brand consistency.
- Partnered with design and marketing colleagues on lead-oriented content journeys.

WHAT I DELIVERED

- SEO-rich service content and educational blog articles.
- Keyword mapping, competitive insights and publishing improvements.
- Consistent page updates and relevant inbound content journeys.

BUSINESS IMPACT & TAKEAWAYS

- Reported traffic and engagement improvement from niche content optimization.
- Supported growth in organic conversion activity and content-driven enquiries.

REPORTED PROJECT OUTCOMES

Organic traffic +60%

Blog engagement +45%

Organic lead conversions +35%

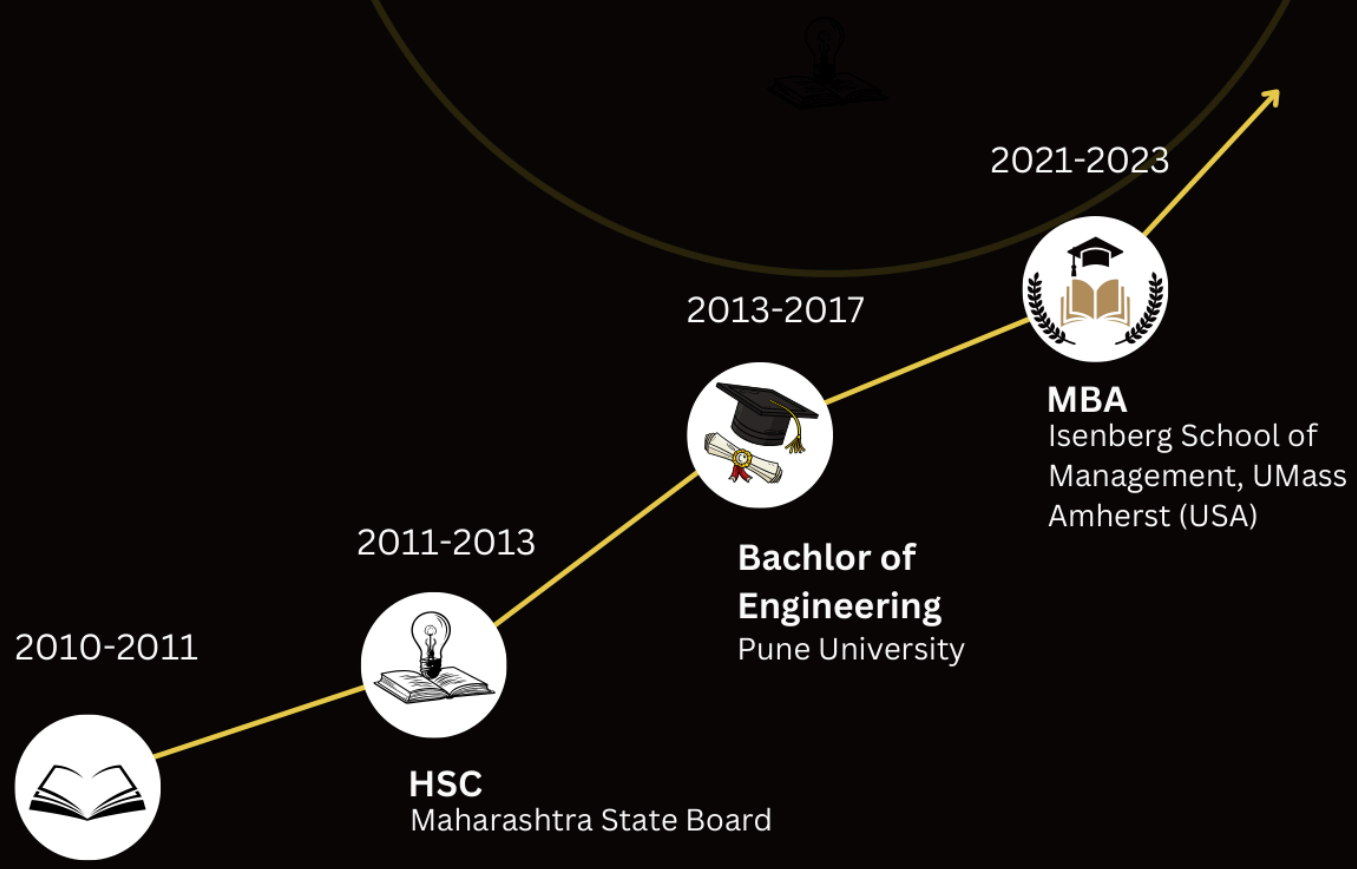
+60%
ORGANIC TRAFFIC

+45%
BLOG ENGAGEMENT

+35%
ORGANIC LEADS

My Learning Path (AKA Where It All Began!)

Here's a little snapshot of my journey — I come from a strong foundation in engineering, which shaped my analytical mindset, and over the years I've built a diverse skill set across digital marketing, content strategy, SEO, design, and web development. Every role I've taken has helped me grow from a curious creator into a strategic marketing leader who values learning, innovation, and real business impact. My education and experience together fuel my ability to think creatively, solve problems smartly, and deliver results that truly matter.



SSC
Maharashtra State Board

Other Certifications

Google Ads
Google

ISCP
Kritical Academy

Databricks
Databricks Academy

Achievements

2023 -Koantek
Best Employee

2017 -Fiver & Upwork Level 2
Best Freelancer

2020 -Web Graphy, Los Angeles, CA
Best UX/UI of the Year

Personal Details

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Date Of Birth: 20th June 1996
Gender : Male
Nationality : Indian

Declaration

I hereby declare that all the above information is the best of my knowledge.

(Adwait Kulkarni)