ARSALAN GHAZI, User Growth Marketing Manager

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SUMMARY

Enthusiastic Digital Marketing Strategist with over 5 years of experience in driving user growth and engagement. Proven track record of achieving a 28% reduction in cost-per-lead and a 40% increase in ROI through innovative campaign management across various platforms. Expertise in performance marketing, SEO, and data-driven decision-making, complemented by a Master's in Computer Applications. Ready to leverage deep market insights and strategic acumen to enhance user growth initiatives at Fiat.

WORK EXPERIENCE

03/2024 – Present   **Deputy Manager - Digital Marketing, Mosaic Media Ventures (HT Media Group)**   Gurgaon

- Spearheading end-to-end performance marketing campaigns across Google, Meta, LinkedIn, and YouTube, with a strong emphasis on lead quality and ROI.
- Achieved a 28% reduction in CPL and enhanced engagement by 35% through innovative A/B testing, customer behaviour tracking, and funnel optimisation.
- Developed comprehensive cross-channel reporting dashboards using GA4 and Data Studio, ensuring campaign visibility and alignment with stakeholders.
- Partnering with CRM and product teams to refine landing pages and conversion paths, significantly enhancing the on-site customer experience.

07/2023 – 02/2024   **Manager - Paid Media, Adsolute Digital**   Mumbai

- Orchestrated paid campaigns for high-ticket e-commerce brands on platforms including Google, Meta, Flipkart, and Amazon.
- Generated a 40% increase in ROI by employing advanced segmentation, dynamic remarketing, and platform-specific creative strategies.
- Supervised seasonal campaigns and go-to-market launches, collaborating with merchandising and marketplace teams to synchronise inventory and promotions.

04/2022 – 02/2023   **Digital Growth Manager, Binary Hat Pvt. Ltd.**   Pune

- Championed both organic and paid growth initiatives for D2C and B2C e-commerce brands.
- Boosted website traffic by 30% through strategic keyword optimisation, blog/content refinement, and on-page SEO improvements.
- Directed end-to-end go-to-market planning for product launches with a focus on buyer journey mapping and optimisation of the sales funnel.

11/2020 – 04/2022   **Digital Marketing Manager, Giftafeeling Inc.**   Remote, Canada

- Oversaw international e-commerce performance campaigns in the gifting and apparel sectors.
- Increased conversions by 35% through comprehensive full-funnel paid strategies, including Google Shopping and Facebook DPA.
- Collaborated with SEO experts, web developers, and designers to create CRO-optimised landing pages.

03/2019 – 09/2020	Digital Marketing Executive, MydigitalHp IT Solutions	Noida

- Devised and executed PPC and social media campaigns for small to mid-sized online retailers.
- Evaluated campaign success and optimised for improved CPC and ROI across multiple channels.
- Managed a promotional calendar and coordinated with creative teams for on-site banners and email content.

08/2018 – 02/2019	Digital Marketing Executive, MSA IT Solutions Pvt. Ltd.	Noida

- Conducted market analysis and research on the latest trends.
- Assisted with daily administrative tasks to support team activities.
- Conceptualised and presented innovative social media campaign ideas.
- Monitored all social media platforms for trending news, ideas, and feedback.
- Compiled detailed promotional presentations.

EDUCATION

08/2017 – 08/2019	Noida Institute of Engineering & Technology Masters of Computer Applications	Greater Noida, India
07/2013 – 07/2016	Magadha University Bachelor of Computer Applications	Patna, India

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SKILLS

Paid Media Management	Google Ads (Search, Display, YouTube)
Meta Ads (Facebook/Instagram)	Amazon Ads
LinkedIn Ads	Strategy & Planning
GTM Launches	Media Planning
Budget Allocation	Sales Attribution
Analytics & Reporting	GA4
Looker Studio	Excel
Campaign Dashboards	Tools & Platforms
Meta Ads Manager	Google Ads Editor
Amazon Console	Data Studio
MoEngage	Mailchimp
Performance Optimization	ROI Maximization
CPL Reduction	CPA Tracking
Funnel Analysis	Audience Targeting
Segmentation	Retargeting
Lookalike Audiences	Behavioral Insights
Creative Testing & CRO	A/B Testing
Landing Page Optimization	Ad Copy & Creatives