

# NAKUL TYAGI

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## PROFESSIONAL SUMMARY

Data-driven Performance Marketer with hands-on experience managing international ad campaigns (USA, Europe, Australia) for B2C and lead-generation brands across Google Ads, Meta Ads, and LinkedIn Ads. Skilled in full-funnel conversion optimization, A/B testing, and data-led reporting.

## RELEVANT EXPERIENCE

### DigiPanda Consulting Pvt Ltd

Noida, Uttar Pradesh

#### Performance Marketing Lead

March 2026 – Present

- Lead full-funnel optimization efforts, moving focus beyond campaign-level metrics to conversion-level performance across landing pages, checkout, and booking flows.
- Own client relationships end-to-end, independently leading client meetings to define clear KPIs and campaign objectives.
- Track and report Cost per Booking and Cost per Visit, benchmarking both against revenue to guide budget allocation and profitability decisions.
- Generated qualified B2B leads at an average CPL of INR 100 by building targeted funnels and refining audience segmentation.
- Drove 1,894 enrollments for ODA Classes at a CPR of INR 588 via regional-language creatives and state-wise strategy.
- Use Microsoft Clarity alongside GA4 to analyze on-site user behavior and identify conversion drop-off points for optimization.

#### Performance Marketing Executive

July 2025 – March 2026

- Planned, executed, and optimized performance marketing campaigns across Google Ads, Meta Ads, and LinkedIn Ads for international and domestic accounts.
- Achieved 5x ROAS for an e-commerce brand through iterative testing, audience refinement, and creative optimization.
- Managed INR 18 lakh/month ad budgets while maintaining profitability and stable performance.
- Improved conversion rates through A/B testing of creatives, copies, and landing pages; implemented remarketing strategies.
- Tracked and analyzed campaign performance using GA4 and reporting dashboards to inform optimizations.
- Collaborated with design, content, and sales teams to align paid efforts with business goals.

### International Affairs Department (IAD)

Noida

#### Digital Marketing Intern

May 2024 – July 2024

- Managed social media accounts to improve brand visibility and engagement.
- Coordinated directly with clients to gather requirements and provide campaign updates.
- Created content ideas, short-form scripts, and captions aligned with brand goals.
- Supported campaign planning, audience research, and performance tracking.

## INDUSTRY EXPERIENCE

- |                         |                       |                                |
|-------------------------|-----------------------|--------------------------------|
| • Petcare Supplement    | • Finance App Install | • Matrimony Lead Generation    |
| • Real Estate           | • Eyewear Brand       | • Doctor Appointment Booking   |
| • Voice Agent (AI/SaaS) | • Villa Booking       | • Stock Market Lead Generation |
| • Visa Appointment      | • Clothing (D2C)      |                                |

## SKILLS

- |                            |                               |                            |
|----------------------------|-------------------------------|----------------------------|
| • Meta Ads                 | • Microsoft Clarity           | • Remarketing              |
| • Google Ads               | • Advanced Excel              | • Audience Targeting       |
| • LinkedIn Ads             | • Conversion Tracking         | • Full-Funnel Optimization |
| • Google Analytics 4 (GA4) | • A/B Testing                 | • Meta Ads Library         |
| • Google Tag Manager (GTM) | • Meta Conversions API (CAPI) | • Looker Studio            |

## EDUCATION

### Amity University, Noida

Sept 2022 – May 2025

Bachelor of Business Studies | CGPA: 8.1

### Modern Public School, Delhi

2019 – 2022

Class XII: 90% (2021–22) | Class X: 86% (2019–20)

## CERTIFICATIONS

- |                      |                                 |                                    |
|----------------------|---------------------------------|------------------------------------|
| • Google Ads Search  | • Google Analytics (GA4)        | • JP Morgan Excel Job Simulation   |
| • Google Ads Video   | • HubSpot Digital Marketing     | • Meta Business WhatsApp Marketing |
| • Google Ads Display | • HP Data Science and Analytics |                                    |