

Saurabh Dhawan

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PROFESSIONAL EXPERIENCE

Director Performance Marketing

Three Percent Collective/Brand Street

08/2023 - Present

- Provide strategic direction for digital marketing initiatives aligned with the overall business goals and objectives.
- Continuously monitor and optimize campaigns to maximize ROI and achieve KPIs across all digital channels.
- Managing Media Planning alongside driving performance on key biddable platforms like Google Ads (Search, Display and Performance Max campaigns), Facebook Ads (Lead generation, Awareness and remarketing campaigns) and LinkedIn Ads for various clients.
- Conducting in-depth analysis of audience preferences and search trends through the utilization of resources like, ComScore, Keyword Planner, and Reach Planner.
- Lead and mentor a team of digital marketers, fostering a collaborative and innovative work environment.
- Constructing and delivering comprehensive reports including Monthly Business Reviews (MBRs), Quarterly Business Reviews (QBRs), and Annual Operating Plans (AOP). These presentations cater to crucial stakeholders and contribute to strategic decision-making.
- Handled B2B & B2C clients (End to End Marketing) from Planning to Execution.

Performance Marketing Expert

OLX Autos India Pvt. Ltd

06/2022 - 07/2023

- Execution of campaign strategies, recommendations, plans and all aspects of the campaign management process - Console setup, analytics, deployment reporting and trending across both search engines and social media marketing channels such as Google Ads, Bing, Facebook, LinkedIn, Snapchat and Twitter.
- Restructured performance marketing campaigns and enhanced the ROI and facilitated data driven approach on all levels.
- Reached 23% increase in user retention through social media engagement and video marketing.
- Coordinated social media strategy across channel for community growth, engagement and advocacy.
- Managing B2C & C2B both types of Marketing Campaigns for India & Indonesia Countries. Our Main focus is on to generate maximum Bookings for Secondhand Cars at lower cost.
- Evaluate user engagement by using Google analytics, Google tag manager to track the effectiveness of performance campaigns.
- Managing the budget for 1 Crore + for India and 80 Lacs for Indonesia.

Sr. Manager Performance Marketing

Adlift India Marketing Pvt. Ltd.

09/2021 - 06/2022

- Executed, and optimized digital advertising campaigns on search engine and social media marketing platforms to satisfy client expectations for various performance metrics such as CTR, CPC, Cost per lead or conversion etc.
- Created digital marketing plans including media channels and allocated spends to drive conversions, leads, reach & Traffic.
- Optimized the use of Google Analytics Tools to evaluate end to end customer experience across various channels.
- Managing the team of Performance Marketing and coordinate with other team members.
- Give Recommendation to Client to Improve the Performance of the Campaign at all level, Like about creatives, Adcopies, Strategy wise.

Assistant Manager Performance Marketing

Girnar Software India Pvt. Ltd (College dekho)

03/2020 - 6/2021

- Executed paid advertising B2B & B2C campaigns on Google adwords and Facebook as per the objectives & products and services.

Sr. Performance Marketing

Adglobal360 India Pvt. Ltd.

01/2015 - 03/2020

- Managing Media Planning alongside driving performance on key biddable platforms like Google Ads (Search, Display and Performance Max campaigns), Facebook Ads (Lead generation, Awareness and remarketing campaigns) and LinkedIn Ads for various clients.
- Execution of campaign strategies, recommendations, plans and all aspects of the campaign management process - Console setup, analytics, deployment reporting and trending across both search engines and social media marketing channels such as Google Ads, Bing, Facebook, LinkedIn, Snapchat and Twitter.
- Managing team of Performance Marketing dept & Taking interviews and shortlisting candidates.

Sr. Performance Executive

Pensamedia India Pvt. Ltd.

- 04/2014 - 11/2014
- Managing Google Campaigns for SME Clients.
- Restructured performance marketing campaigns and enhanced the ROI and facilitated data driven approach on all levels.

Account Strategist

Rampgreen Solutions India Pvt. Ltd. (Vcustomer)

06/2010 - 03/2014

- Managing Google Campaigns for SME Clients.

ACHIEVEMENTS

- Performed digital media marketing research and analysed collected data; worked with content creators to maximize conversion rate and increase brand awareness.
- Optimized performance marketing campaigns by reducing cost per lead 5 times through innovative hyperlocal targeted campaigns.
- Conceptualized & executed an innovative campaign for page followers that resulted in 2.5X ROI.
- Conceptualized & executed digital marketing strategy for call only campaigns that results in 271% increase in leads/sales.
- Analysed competitor activities to plan counter strategies.

TECHNICAL SKILLS

- Google Ads
- Meta Ads
- LinkedIn Ads
- Twitter Ads
- Taboola Ads
- Google Editor
- Snapchat Ads
- MS Excel
- Google Analytics

Education

MBA (Marketing & Finance) from M.D.U

📅 2007 - 2009

B.Com (Hons.) from M.D. University

📅 2003 - 2006

CERTIFICATIONS

Google Ads Search/Display/Video Professional Certification

PROJECTS HANDLED

Sobha Ltd (India & Dubai) Lovely Professional, Shoolini University, APCA India, M3M, AIPL, Chandigarh University, T&T Motors (Mercedes), Madras Mandi, Malabar Gold & Diamonds, Aukera Jewellery, Strata Realestae, Angel Broking, Master Trust, 360tf India (BFSI), Casa de Flowers, Madras Mandi, Besiva Ecommerce, Academy of Pastry Arts (APCA) etc.

FIND ME ONLINE

<https://www.linkedin.com/in/saurabh-dhawan-86572a61/>

Date-

Place-

(Saurabh Dhawan)