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## SUMMARY

Performance Marketer with hands-on experience in Media buying and optimizing campaigns across Google Ads, Meta Ads, and LinkedIn Ads, with additional exposure to TikTok, Snapchat, Amazon Ads, and Microsoft Ads. Currently managing high-scale monthly ad budgets for D2C, apparel, gifting, quick commerce, skincare, tours & travel and lead-generation brands across B2B, Hotels & Restaurants and EdTech. Strong expertise in end-to-end campaign management, including media planning, creative strategy, tracking and analytics setup, performance reporting, and client communication.

## WORK EXPERIENCE

### JANUARY 2024 – PRESENT | Campaign Manager (PPC Analyst), UPILA Digital

- Led performance and growth marketing for e-commerce, D2C apparel, quick commerce (grocery), skincare, education, SaaS, and app-based matrimony brands.
- Managed ₹90L–₹1Cr monthly ad budgets, executing full-funnel paid media strategies across Google Ads (Search, Shopping, YouTube, Performance Max), Meta, TikTok, LinkedIn, and Microsoft Ads.
- Scaled D2C brand spend from AED 2,500 to AED 11,000/day, improving ROAS from 2.5 to 6.7 through structured scaling and budget control.
- Drove 127% growth in daily revenue and 70% increase in order volume for a quick-commerce brand by aligning media strategy with business KPIs.
- Planned and optimized Search, Shopping, PMax, Paid Social, and App Install campaigns, aligning channel strategy with acquisition, revenue, retention, and lead-generation objectives.
- Built funnel-based media plans (TOF–MOF–BOF) using CAC, LTV, MER, and payback-period analysis to guide spend allocation and scaling decisions.
- Executed CRO audits focused on landing page structure, checkout flow, and user behavior psychology to improve conversion efficiency.
- Built high-converting landing pages using Swipe Pages, optimized for ad-message match and funnel stage intent.
- Implemented retention and remarketing systems using email, WhatsApp, CRM automation, and Dynamic Product Ads to increase repeat conversions.
- Conducted A/B testing frameworks across hooks, creatives, audiences, formats, and landing pages to identify statistically significant winners.
- Designed and implemented advanced tracking frameworks using Google Tag Manager, events, UTMs, and data layers, enabling accurate conversion and revenue measurement.
- Validated performance through attribution modeling (first-click, last-click, DDA) to ensure reliable ROAS and CAC reporting.
- Analyzed GA4 and Shopify data to cross-verify backend revenue, diagnose drop-offs, and optimize campaign efficiency.
- Applied advanced Excel / Google Sheets analysis for data cleaning, pivoting, visualization, and merging AOV, CAC, ROAS, and revenue metrics.
- Developed creative strategy frameworks based on hooks, angles, thumb-stopping concepts, and ad psychology, improving CTR and conversion rates.
- Collaborated cross-functionally with design and content teams to align creatives with performance insights and funnel intent.
- Delivered client-ready performance reports, insights, and growth recommendations, supporting media planning, forecasting, and pitches.

### OCTOBER 2022 – DECEMBER 2023 | Freelance, Performance Marketing

- Focused on media planning and paid ad strategies for clients including Ritz Carlton, Satchmo Holdings and Nitesh Estates across Google Ads, Meta, and LinkedIn ads

### MAY 2022 – SEP 2022 | Digital Marketing Manager, Design Brewery

- Ran sales and brand awareness campaigns on Facebook, Google, LinkedIn and whatsapp for clients across beauty/wellness, e-commerce, and FMCD sectors including Sinh Salon, Nortek Lighting, Coconut Kitchenware, and Purple Potato Apparel.
- Managed social media content and paid campaigns across LinkedIn, Facebook, and Instagram; introduced marketing automation tools to streamline workflows and enhance reporting.

#### **MAY 2018 – FEB 2022 | Manager – Digital Marketing & Communications, Reynaers**

- Executed integrated campaigns across social media, SEO, paid ads (PPC/CPC), website, blogs, newsletters, and influencer channels.
- Oversaw content creation at all customer touchpoints; implemented Salesforce for marketing automation.
- Ran 4 seasonal campaigns that boosted B2B sales by 35% and increased social media followers by 200%.
- Launched influencer marketing, increasing retail conversion by 23% , LinkedIn ads won 6 high-value projects and drove a 40% rise in showroom walk-ins.
- Led digital marketing and brand communication across India and the subcontinent; managed a team of 3 specialists and a ₹16 Cr annual budget.

#### **OCTOBER 2016 – MAY 2018 | Sr. Executive – Marketing & Branding, Kesari Tours**

- Managed digital campaigns across Google Ads and Facebook; launched 3 celebrity-led campaigns resulting in a 4X increase in bookings.
- Led e-commerce website revamp and implemented data-driven ad calendars and landing page strategies to improve lead generation.

#### **JULY 2012 – JULY 2014 | Management Trainee – Marketing & Operations, TATA Starbucks**

- Executed traditional campaigns across print, OOH, brochures, TVCs, and radio.

### **TOOLS**

Google Analytics 4, Google Search Console, Google Tag Manager, Merchant Center, Looker Studio, Report Garden, Amazon Seller Account, Google Trends, Magic brief, Shopify, Wordpress, Hubspot, Microsoft Clarity, Manychat, Klaviyo, Pabbly, Similarweb, Foreplay, Canva, Swipe pages, LinkedIn Sales Navigator, Mailchimp, Google Tag manager, Chatarmin and more

### **SKILLS**

- Full-Funnel Strategy, Paid Media Optimization, Marketing Analytics, Landing Page Optimization, CRM & Automation, User Acquisition, Retention Strategy, Experimentation & A/B Testing, Lifecycle Marketing, Data-Driven Growth

### **EDUCATIONAL QUALIFICATIONS**

#### **Chetana's Institute of Management & Research, Mumbai (2014-2016)**

*MBA –Marketing Management, 81.50%*

- Topped the PGDM Marketing batch 2016 (Chetana's Institute of Management & Research)
- 2<sup>nd</sup> Prize in Intercollegiate Business Idea Competition

#### **IHM Mumbai (2009-2012)**

*B.Sc., 72.80 %*

### **HOBBIES**

- Trek leader, backpacking and adventure (Mumbai Travelers Pvt Ltd, 2015-16)
- Volunteer Yoga instructor, Hatha yoga & Ashtanga Vinyasa (Yoga Institute of India, 2022 - 2024)