



# ATIT UDAY GARGE

## Digital Marketing Associate

### About Me

Experienced Performance Marketing Professional specializing in E-Commerce B2B and B2C Marketing. Skilled in developing profitable campaigns, cultivating relationships, and driving business growth. Proficient in Google Ads and Microsoft Advertising, with a history of strategic planning, campaign management, and data-driven decision-making. Successfully managed monthly budgets ranging from \$500k to \$800k, optimizing resource allocation and ROI. Expertise in marketing analytics, market research, and PPC management to drive targeted traffic and conversions. Demonstrated ability to monitor KPIs, conduct ROI analysis, and generate detailed reports. Additionally, I have substantial experience in lead generation, maintaining Cost per Acquisition (CPA), and a proven track record of generating high-quality leads while focusing on maximizing revenue. I have overseen lead generation campaigns with monthly budgets of up to \$10k, ensuring effective performance within budget constraints. Furthermore, I regularly engage in bi-weekly client calls to thoroughly understand client requirements, ensuring alignment with campaign objectives and enhancing overall customer satisfaction.

### My Contact

✉ atitgargee@gmail.com

☎ 9075665481

📍 45 Trishran Nagar Khamla  
Nagpur 440025

### Hard Skill

- Google Ads and Bing Ads campaign management
- Keyword research and targeting
- Google Editor and Bing Editor
- Ad copywriting and A/B testing
- Analytics and reporting
- Budget management and optimization
- Communication and collaboration
- Brand Research and Competitor Price Scrape
- MS Excel, Word, Pivots, Macros

### Education Background

- **Master of Business Administration**  
Narsee Monjee Institute of Management Studies  
Peruing
- **Bachelor of Business Administration**  
Rashtrasant Tukadoji Maharaj Nagpur University  
Completed in 2021
- **Higher Secondary Education (HSC)**  
Maharashtra state board  
Completed in 2018
- **10TH Secondary Education (SSC)**  
Maharashtra State Board  
Completed in 2016

### Professional Experience

#### Arista Systems Pvt. Ltd. – Nagpur, India

9/2023 – Present Digital Marketing Associate

Key responsibilities:

- Landing Page Optimization: Collaborate for user-friendly navigation design to boost conversions.
- Target Audience Identification: Use data analysis to pinpoint and engage potential leads effectively.
- Conversion Tracking: Implement accurate systems to measure campaign success and ROI.

Proficient in optimizing lead generation campaigns, adept at reducing CPL via Google Ads and Bing Ads. Specialized in performance analysis to generate leads effectively, particularly for construction clients. Capable of delivering insightful reports and collaborating with teams to achieve impactful results. Managed monthly budgets of up to \$10K for Google Ads campaigns, ensuring efficient allocation and maximum ROI.

#### Alacrity E-Commerce Solutions Pvt. Ltd. – Nagpur, India

7/2022 – 8/2023 SEM Associate

Key responsibilities:

- Experienced PPC Manager specializing in campaign launch and management for 27 brands targeting US clients.
- Proficient in optimizing budgets and maximizing ROI through platforms like Google Ads and Bing Ads.
- Skilled in performance analysis, identifying successful strategies, and meeting client needs efficiently.

Skilled in optimizing budgets and maximizing ROI through Google Ads and Bing Ads. Expertise in performance analysis and conducting price competitive analysis to enhance customer acquisition. Extensive experience across industries including marine, GPS, and Personal care brands like Garmin, Plantronics, Braun, and more. Committed to providing insightful reporting and collaborating with teams to drive results.

### Achievements

#### Google Ads Certification

2022 – 2023

#### Google Ads Certification

2023 – 2024

#### Google Analytics Certification

2024 – 2025

### Tools

- Google Ads Editor
- Microsoft Ads Editor
- Google Keywords Planner
- Whatconverts
- Google Analytics
- Joist
- Hubspot
- Google Search Console