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# Akash Tyagi

## SUMMARY

Performance Marketer with expertise in designing and executing impactful digital campaigns that attract customers and drive revenue growth. Proficient in managing high-budget campaigns on platforms like Facebook and Google, delivering measurable results. Skilled in crafting data-driven strategies and media plans tailored to achieve client objectives and maximize ROI.

## KEY SKILLS

• Advertising • Social Media Campaign  
• Digital Marketing • Brand Visibility • SEM • Product Promotion • User Engagement • Team Leadership • PPC Campaign Management • Digital Marketing Campaigns • Advertising Campaign • Google AdWords

## TECHNICAL SKILLS

• Facebook Ads • HubSpot • Google Ads • Hootsuite • Google Analytics • LinkedIn • Looker Studio

## TOOLS

- Canva
- Mailchimp
- Keywords planner
- Monster Insights
- SEMrush
- Ahrefs
- Google search console
- Looker Studio

## ADDITIONAL INFORMATION

- Languages: English and Hindi

## PROFESSIONAL EXPERIENCE

### SENIOR PERFORMANCE MARKETING EXECUTIVE (Noastrix PVT. LTD)

Feb '24 - Present

- **Strategize and execute end-to-end campaigns** across platforms like Google and Facebook for E-commerce and B2B clients, achieving impactful results.
- **Deliver actionable insights** using tools like **Google Analytics 4** and **Looker Studio** to drive data-informed decision-making.
- **Develop tailored media plans** to align with client-specific goals and market demands.
- **Collaborate with clients** to identify innovative strategies for business growth across diverse industries.
- **Conducted A/B testing** for ad creatives, copy, and landing pages to improve click-through rate (CTR) and conversion rate, **increasing overall campaign performance by 100%**.
- **Ideate and implement creative campaigns** leveraging current market trends for maximum impact.
- **Provide landing page optimization insights** and one-page checkout solutions to enhance conversion rates..
- Recommend **Above the Fold (ATF)** and **Below the Fold (BTF)** content improvements for better user experience and website optimization.
- **Successfully worked across global markets** (US, UK, Middle East, etc.) for diverse clients.

### PERFORMANCE MARKETING EXECUTIVE (Noastrix PVT. LTD)

Dec '22 - Feb '24

- **Managed B2B marketing campaigns** for RedHat on LinkedIn, utilizing ad formats like Sponsored Content, Lead Gen, In-Mail, and Conversational Ads.
- Strategized and executed **TOF, MOF, and BOF campaigns**, creating projection plans for branding and conversion-focused goals.
- Conducted **keyword research, custom audience segmentation**, and performance tracking through metrics like CTR, CPC, and Auction Insights.
- Optimized Google Ads campaigns across Search, Display, Shopping, Performance Max, and Video, aligning with business objectives.
- **Executed experimental and A/B testing campaigns** to refine ad copy and improve results on Facebook and Google.
- Leveraged **Google Analytics** to analyze traffic sources, measure campaign performance, track conversions, and uncover user engagement trends.

## EDUCATION

### Advanced Certification in Digital Marketing and Communications

Apr '22 - Dec '22

### MICA & UpGrad

### BACHELORS DEGREE IN TEXTILE AND TECHNOLOGY

Sep '15 - Jul '19

### Dr. A.P.J Abdul Kalam Technical University

Ghaziabad, IN

Nitra Technical Campus

## CERTIFICATIONS

Google Search, Display, Video Ads, Shopping, google analytics and fundamentals of digital marketing by Google.