Siddharth Iyer

Performance Marketing Specialist

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Personal statement

Performance marketing specialist with 5 years of experience running paid acquisition for a D2C skincare brand and a fintech app. Manage about ₹1.2 crore in monthly spend across Google Ads and Meta Ads, and lifted blended ROAS from 2.1 to 3.4 while cutting CAC by 28% through creative testing, tracking fixes and budget reallocation.

Work experience

Performance Marketing Specialist · Mar 2023 – Present
Glowroot Beauty Pvt Ltd, Hyderabad

- Manage about ₹1.2 crore a month across Google Search, Performance Max, YouTube and Meta Ads for a D2C skincare website and app.
- Lifted blended ROAS from 2.1 to 3.4 in 18 months and reduced new-customer CAC by 28% by shifting budget to high-margin bundles.
- Run 40+ creative tests a month with the design team, using a structured hook, format and offer matrix to pick winning ads.
- Implemented Meta Conversions API and enhanced conversions on Google, recovering about 18% of purchases previously missing from ad reporting.

Performance Marketing Executive · Jul 2021 – Feb 2023
Paylane Fintech Solutions, Hyderabad

- Ran Google App campaigns and Meta app-install campaigns for a UPI and bill-payment app with a ₹25 lakh monthly budget.
- Cut cost per install from ₹62 to ₹38 and cost per KYC-completed user by 31% by optimising for in-app events rather than installs.
- Built weekly cohort dashboards in Looker Studio using AppsFlyer and GA4 data, used by the growth team for budget decisions.

Education

B.Tech in Electronics and Communication Engineering · Golconda Institute of Engineering and Management, Hyderabad · 2017 – 2021
Grade: 7.5 CGPA

SKILLS

Google Ads · Meta Ads Manager · Performance Max · App campaigns · GA4 · Google Tag Manager · AppsFlyer · Looker Studio

CORE SKILLS

- ROAS and CAC optimisation
- Creative testing
- Attribution and tracking
- Budget planning
- Data analysis

CERTIFICATIONS

Google Ads Search Certification · Google Skillshop
Mar 2025

Meta Certified Media Buying Professional · Meta
Aug 2024

LANGUAGES

English · Fluent
Tamil · Native
Telugu · Professional
Hindi · Professional

MakePerfectResume · Free