

NIRZAR BHAIKAR

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SUMMARY

Results-driven marketing professional with 3+ years of experience executing high-impact digital strategies that drive growth and ROI. Proven ability to manage large-scale paid media budgets, lead campaign optimizations, and collaborate with cross-functional teams. Adept at leveraging data analytics to inform decisions and maximize performance across search, social, and e-commerce platforms.

EXPERIENCE

GROUPM, Mumbai, Maharashtra

May 2023 - Present

Senior Executive Search

- **Portfolio Management:** Strategically manage \$ 15 M+ annual advertising spend across automotive, construction, and storage industry clients, consistently delivering 15-20% above target ROI and maintaining 95 %+ campaign performance benchmarks.
- **Campaign Strategy:** Lead end-to-end campaign development from ideation to execution for 50+ concurrent campaigns, specializing in paid search and e-commerce initiatives that drive measurable business growth with an average 35% increase in qualified leads.
- **Performance Optimization:** Execute advanced bid management strategies across 500K+ keywords and conduct monthly comprehensive account audits, identifying optimization opportunities that enhance keyword performance by 22% and ad creative effectiveness by 18%.
- **Data Analysis:** Monitor and analyze 25+ critical KPIs daily, compiling weekly, seasonal, and annual performance reports covering \$ 1.2 M+ monthly ad spend that inform strategic decision-making and drive 28% improvement in marketing effectiveness.
- **Operational Excellence:** Manage bulk uploads of 1000+ fresh creatives, 2500+ keywords, and 800+ extensions monthly to maintain ad relevance and maximize audience engagement, resulting in 12% CTR improvement across all accounts.

PUBLICIS GROUPE, Mumbai, Maharashtra

Oct 2021 - Jul 2022

Analyst

- **Multi-Channel Campaigns:** Implemented and optimized integrated paid campaigns across Google Ads, Bing, and social media platforms, expanding brand reach and audience engagement
- **Revenue Growth:** Developed customer acquisition and retention-focused PPC strategies, delivering a 30% increase in sales and a 25% improvement in ROAS
- **Performance Enhancement:** Conducted detailed Search Query Reporting (SQR) analysis, refining ad targeting strategies that resulted in a 15% boost in click-through rates
- **Strategic Reporting:** Delivered comprehensive performance analytics to stakeholders, enabling data-driven strategic adjustments that contributed to a 20% overall campaign performance improvement
- **Testing & Optimization:** Executed systematic A/B testing protocols and ROI optimization strategies across all advertising campaigns

EDUCATION

UNIVERSITY OF MUMBAI, Maharashtra, India

Master of Management Studies

- Specialized in marketing, focusing on driving measurable results through data analytics, paid media campaigns, and conversion rate optimization to maximize ROI.

UNIVERSITY OF MUMBAI, Maharashtra, India

Bachelor of Engineering

- Bachelor's in Computer Engineering with specialization in frontend web development - expertise in user interface design and web technologies.

SKILLS

GOOGLE ADS FACEBOOK ADS CAMPAIGN MANAGEMENT SA360 SEO EXCEL

PROJECT MANAGEMENT

CERTIFICATIONS

GOOGLE ADS SEARCH PROFESSIONAL CERTIFICATION

GOOGLE DIGITAL MARKETING AND E-COMMERCE PROFESSIONAL CERTIFICATE

META SOCIAL MEDIA MARKETING PROFESSIONAL CERTIFICATE

META CERTIFIED MEDIA BUYING PROFESSIONAL

MICROSOFT ADVERTISING SEARCH CERTIFICATION

AWARDS

- **Google Online Marketing Challenge (Placed 15th from 4500 Teams Worldwide):** Developed and executed a comprehensive digital marketing strategy for a new business, resulting in high global placement.