

# ARPIT BARAL

Growth | Performance Marketing | CRM  
| Data Analysis

## ABOUT ME

I am a results-oriented Digital Marketing Manager with 7+ years of experience in performance marketing, B2B marketing, and demand generation. I have a proven track record of using data and metrics to drive performance, and I am proficient in creative visualization, people management, and time and financial management. My certifications in Google Analytics, BluePrint, LinkedIn Marketing Solution, Adobe After Effects, and AdWords further enhance my digital marketing skills.



7+ YEARS OF EXPERIENCE

LOCATION - GURGOAN

BARALARPIT999@GMAIL.COM

+91-8800739589



## EXPERIENCE

### GroupBayPort (April 2022 - Current)

Digital Marketing Manager - Customizable Ecommerce Marketplace

### Techjockey (Sept 2021- April 2022)

Sr. Digital Marketing Manager - SAAS Marketplace

### Trisara Group (Jan 2019-July 2021)

Digital Marketing Manger - Construction

### Perfumebooth (Sep 2017-Dec 2018)

Digital Marketing Manger - Ecommerce

### Shopguinea (July 2015-Sept 2017)

Digital Marketing Manager - Marketplace

## SKILL-SET

### Performance Marketing

SEM | PPC | Facebook | Google ads |Instagram | LinkedIn | Affiliates | Influencers | AdNetwork

### Retention Marketing

Push Notification | Emails | SMS | Facebook | Google display | Brand Management

### Product Marketing

ABM | Landing page | A/B Testing | Segmentation | Funnel optimization |

## TOOLS

GOOGLE ANALYTICS

DATA STUDIO

ONE SIGNAL

KEYWORD PLANNER

TABLEAU

GOOGLE TRENDS

TAG MANAGER

PYTHON & R STUDIO

## OTHER EXPERIENCE

## FREELANCE - PROJECTS

- **SUBURB** - Gurgaon's Very Own Magazine (Print Media)
- **MediaXpedia Technologies** - Affiliate Marketing (Global Campaigns)
- **Indian Social Responsibility Network** - NGO - CSR & Other Projects
- **Golush** - Therapeutic Flower Lessons Classes Certification courses.
- **miRRAR** - Augmented Reality (B2B SAAS Project)

## FRIENDLY - PROJECTS

- Book Cover Designs & Photo editing for Bloggers & Writers.
- Scientific Data Analysis - For Jamia Milia University Nanotechnology Department
- Home Automation- Working with microcontrollers & HASSIO Servers for own home automation projects with RGBW lights, switches, actuators, etc.
- IOT - Working on a localized server for IOT connectively.
- Assisted a friend in preparing for a university lecture on the topic, " Introduction of Nanotechnology".



## **GROUPBAYPORT (APRIL 2022 - CURRENT) - ECOMMERCE [B2B, D2C] WORLDWIDE**

- As a Digital Marketing Manager for E-commerce at Group Bayport, a conglomerate of companies specializing in providing customizable B2B and D2C products, I oversee a monthly spend of \$1M-\$1.5M in Google Ads across various regions for our brand names BannerBuzz, Covers, and All, and Circle One.
- To drive better bottom-of-the-funnel metrics, I leverage data and sub-platforms to experiment and optimize impressions, clicks, CTR, and conversion rates. This involves collaborating with cross-functional teams such as tech, content, design, and data to enhance overall brand storytelling and performance.
- In addition to optimizing our digital campaigns, I am also responsible for testing the scalability of programmatic platforms such as Smarty. To ensure continuous improvement of our products, I collect and analyze customer data using Google Data Studio and present my findings in bi-weekly meetings.
- Through my role, I am continuously seeking innovative and effective digital marketing strategies to enhance our brand's presence and drive business growth across targeted geographic locations including the US, UK, EU, AUS, CAN, IN, and NZ
- **Skills Google Ads Programmatic Advertising Data Analysis Customer Insights Cross-Functional Collaboration Brand Storytelling Performance Optimization Innovation Business Growth**

## **TECHJOCKEY (SEPT 2021 - APRIL 2022) - SAAS SOFTWARE MARKETPLACE**

- In my role as the Head of Performance Marketing Operations at Techjockey, a SAAS marketplace for business solutions, I oversee daily operations to meet performance targets and improve the overall product experience for businesses. I lead a team of 15 individuals across multiple domains, managing more than 20 SAAS software categories with over 120 OEMs and physical products from B2B brands such as Poly.
- To streamline marketing operations, I am currently building a MAR-TECH stack with multiple layers of platforms, while also optimizing Adtech platforms. To enhance customer retention, I leverage Clevertap, and for account-based marketing activities, I use standalone tools such as Apollo.io and Sales Navigator to create a database.
- Data analytics and visualization play a crucial role in my position, and I use Power BI to collect data from customer data platforms (CDP) and create a data story to understand product limitations and identify areas for improvement. My role is challenging, but I use various tools to optimize the entire process and workflow of operations, ensuring smooth and efficient operations.
- **Skills - Performance Marketing Operations Data Analytics Data Visualization Customer Relationship Management (CRM) Account-Based Marketing (ABM) Marketing Automation Customer Data Platform (CDP) Power BI**

## **THE TRISARA GROUP(JAN 2019 - JULY 2021) - REAL ESTATE, DESIGN & CONSTRUCTION**

- In my role as a Growth and Marketing professional, I am responsible for programming and creating digital campaigns that generate digital lead funnels across multiple platforms such as Google Ads, Facebook, Instagram, LinkedIn, Content Delivery Networks, affiliates, and more. I then leverage tools like Google and Facebook analytics to analyze incoming traffic and optimize the funnels.
- I use Zoho-CRM to create different sets of audiences based on their interactions with the campaigns, which in turn creates self-optimizing lead funnels. I also create SMS, email, and WhatsApp campaigns using an old database of leads to refresh them. For reactivation campaigns, I use OneSignal to send web notifications.
- I actively collaborate with the sales and customer experience teams to identify key areas for improvement in the campaigns and to get more qualified leads. I also maintain social media presence on different platforms for the companies under the Trisara banner, using a centralized Hootsuite account to access them all and create their content calendar.
- In addition to my growth and marketing role, I have set up a research lab to focus on different innovative products in IoT devices, particularly in home automation.
- **Skills - Digital Marketing Lead Generation Conversion Rate Optimization (CRO) Data Analytics Customer Relationship Management (CRM) Social Media Marketing Content Marketing Research and Development IoT Home Automation**

## **PERFUMEBOOTH (SEPT 2017 - DEC 2018) - ECOMMERCE**

- I was responsible for driving data-driven campaign optimization in various digital marketing channels, including Google AdWords, Facebook adverts, and email campaigns. This involved implementing effective re-targeting funnels and conducting A/B testing while maintaining a strong focus on ROI.
- **Skills - Data-Driven Campaign Optimization Branding Campaigns SEM Campaign Optimization Reporting Customer Retention Strategies A/B Testing Multivariate Testing CRM Analytics Product Management Sales Customer Experience Project Management Teamwork**
- One of my key responsibilities was to create branding campaigns across the digital platform to increase audience engagement and establish brand awareness through proper segmentation and audience journeys. I also optimized SEM campaigns by leveraging SQRs and Landing Page validation tools and maintained daily, weekly, and monthly reporting, as well as a KPI dashboard to track performance and growth.
- Another aspect of my role was to work on customer retention strategies across different marketing channels to improve order frequency and AOV and measure the incrementality with different sets of database audiences. I collaborated closely with analytics, product, sales, and customer experience teams to identify key areas for growth.
- I also planned A/B or multivariate testing on paid campaigns and CRM to test what works best and derive meaningful insights from campaign data. Furthermore, I managed quarterly and semi-annual SEM optimization projects to ensure that campaigns remained updated and relevant, and overall, I was responsible for increasing conversion in both the organic and paid domains.

## ACHIEVEMENTS

Here are some of my key accomplishments:

- Increased website traffic by 200% in one year by developing and executing a comprehensive SEO strategy.
- Generated 1,000 leads in one month by launching a new lead generation campaign on LinkedIn.
- Reduced customer acquisition costs by 50% by implementing a new marketing automation system.
- Increased brand awareness by 20% in one year by developing and executing a social media marketing strategy.
- I am a highly skilled and experienced Digital Marketing Manager with a proven track record of success. I am confident that I can use my skills and experience to help your company achieve its marketing goals.
- I am also a highly motivated and results-oriented individual. I am always looking for new ways to improve my skills and knowledge, and I am always willing to go the extra mile to get the job done.
- I am confident that I would be a valuable asset to your team. I am eager to learn more about your company and its marketing goals, and I look forward to discussing how I can help you achieve them.

## ACADEMIC BACKGROUND

Amity University - Bachelor of Technology (Nanotechnology) 2011-2015

IIM - Indore integrated business analytics 2023-2024

## INTERNATIONAL SCIENTIFIC JOURNAL PUBLICATIONS & ONLINE PRESENCE

- <http://adsabs.harvard.edu/abs/2017JLum..183..383B>
- <https://arpitbaral.portfoliobox.net>
- <https://www.linkedin.com/in/arpit-baral/>
- [https://www.linkedin.com/posts/arpit-baral\\_software-work-iot-activity-6787990915375005696-r1yu](https://www.linkedin.com/posts/arpit-baral_software-work-iot-activity-6787990915375005696-r1yu)

## SKILLSETS AT DISPOSAL

- Performance Marketing (Connect Dollars spend to Revenue)
- Facebook Business Manager & Facebook Ads
- Google Analytics, Google Search Console & Keyword Planner
- Google Ads (PPC, Youtube, Performance Max, Display, discovery, etc)
- WhatsApp Marketing, SMS, In-App/Web notifications.
- Google Merchant Account.
- Amazon Marketing Services.
- Hootsuite & buffer (Social media management)
- Mautic, Mailshake, Mailchimp, etc (Outbound Email-marketing)
- Google tag manager/Facebook pixel management & implementation.
- Data interpretation and segmentation (Tableau/Power BI Data Visualization & Data story)
- Excel (Data analysis)
- Funnel flux or native (Re-targeting Funnels, Customer retention marketing)
- Affiliate marketing, CPL.CPS, CPV, CPA [Marketing/Tracking (Affise)]
- Zoho & Hubspot CRM (Implementation, Reporting & admin level administration workflow management)
- Adobe Illustrator & Photoshop.
- UI Designs & website design (Figma)
- Web Development (WordPress, Wix, etc)
- Amazon Web Services (SNS, SES, Route 53, S3 Bucket, etc.)
- Google Cloud implementation (Beginner)
- Network administration (Beginner)
- Robotic Process Automation (UI Path-RPA) (Beginner)
- Experience in Andriano Microcontroller Projects.
- OpenHab & Home Assistant (Home assistant)
- Basic Python coding for server & VM management.