

MOHIT KASWAN

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Sector 57, Gurugram

PERFORMANCE MARKETER

I'm a Performance Marketer with over 4 years of experience, specializing in full-funnel marketing. I focus on reducing Customer Acquisition Cost (CAC) and boosting Return on Investment (ROI). I excel in creating and running data-driven marketing campaigns, using both creativity and analytics to improve strategies at every stage of the funnel. I'm skilled in Google & Meta advertising, SEO, social media marketing, and conversion rate optimisation. Scaled over 50+ E-commerce store from 0

AREAS OF EXPERTISE

Meta Ads	Conversion Rate Optimization	Shopify
Google Ads	WordPress	A/B Testing
Whatsapp Marketing	Google Analytics	Tag Manager

PROFESSIONAL EXPERIENCE

Garranto Group

Jan 2024 - Present

Performance Marketing Manager

- Managed & Optimised \$50,000 SGD Monthly Ad Spend across Google Ads & Meta Ads, reducing Customer Acquisition Cost (CAC) by 25% while maintaining lead quality.
- Increased ROAS (Return on Ad Spend) from 2.8X to 4.2X by refining targeting strategies and optimising ad creatives.
- Scaled lead generation by 40% while maintaining a Cost Per Lead (CPL) under \$15 SGD for key courses.
- Launched & A/B Tested Over 100+ Ad Creatives, improving CTR by 35% on Meta Ads and 28% on Google Search Ads.
- Reduced Cost Per Click (CPC) by 20% through precise keyword bidding and audience segmentation.
- Implemented Advanced Retargeting Strategies that contributed to a 15% increase in conversion rates from warm leads
- Increased Lead-to-Enrollment Rate by 35%, optimising ad copy, landing pages
- Optimised Retargeting Funnels, leading to a 17% boost in conversion rates from warm leads.
- Expanded YouTube Ads & Performance Max Campaigns, contributing to a 30% increase in assisted conversions.
- Implemented Conversion Rate Optimisation (CRO) strategies, increasing landing page CVR from 3.2% to 5.8%.

Webralecon

Aug 2022 - Jan 2024

Performance Marketing Executive

- Managed ₹45,00,000 monthly ad spend across Meta Ads, Google Shopping Ads, and Performance Max campaigns, achieving an average ROAS of 4.2X across clients.
- Scaled multiple e-commerce brands from ₹3,000 to ₹50,000+ daily ad spend while maintaining profitability.
- Reduced CAC by 20% through continuous optimisation and testing of ad elements.
- Optimised landing pages for paid traffic, increasing conversion rates from 2.8% to 5.6% through UX and copy improvements.
- Implemented Dynamic Product Ads (DPA) and Smart Shopping campaigns, resulting in a 22% uplift in repeat purchases.
- Boosted Add-to-Cart conversion rates by 40% with strategic retargeting, discount-based offers.
- Lowered CAC by 28% through strategic audience exclusions, bid cap adjustments, and creative fatigue monitoring.
- Increased Shopify store conversion rates from 2.5% to 5.8%, optimising landing pages, checkout flows, and user experience.
- Successfully Ran 100+ WhatsApp marketing campaigns using Wati

DIGI ROCKET

Jan 2021 - Aug 2022

Digital Marketing Intern

- Coordinated with designers, writers, and other stakeholders to develop compelling and creative content.
- Analysed competitors' social media activities to identify best practices and areas for improvement.
- Created educational, entertaining, and engaging content that significantly increased user engagement.
- Developed and implemented a social media strategy that boosted engagement by 200%.
- Monitored competitor activity to identify strategies for adoption and enhancement.
- Run Meta ads for Local Restaurants and Dental clinics.

EDUCATION

Advance Digital Marketing Course

DIDM, Gurgaon

August 2020 – December 2020

M.COM

IGNOU, Sirsa, Haryana

January 2022 – February 2024

B.COM

JCD College, Sirsa, Haryana

August 2016 – July 2020

12th with Commerce

Branch Model School, Sirsa, Haryana

2015-16