

AFTAB RAFEEQ

Performance - Growth Marketer

+91 9972972110 @aftabrafeeq@gmail.com JP Nagar | Bangalore <https://www.linkedin.com/in/aftabrafeeq/>

SUMMARY

I blend creativity with data-driven strategies to fuel business growth. Passionate about crafting impactful campaigns, I thrive in diverse sectors like automotive, B2C, B2B IT, SaaS products, real estate, healthcare, e-commerce, and SMBs, ensuring each story resonates and connects. My focus? Driving real, human engagement and retention for the sustainable growth of the business."

SKILLS

Channel Expertise : SEM - PPC, Social Media Marketing (Facebook, Instagram, LinkedIn) ,Content Marketing, Organic / Email Marketing, App - Mobile Marketing, SEO, Whatsapp Marketing

Analytical Skills : Data Analysis, A/B Testing, Conversion Rate Optimization (CRO), Web Analytics (GA4, Clever Tap, Mix Panel, Semrush), User Experience (UX) Analysis, ROI and KPI Analysis, (CLTV) Optimization

Technical Skills : Marketing Automation (Mailchimp, Moengage, Maino, GPT4)

EXPERIENCE

SEM - Paid Media / Growth Specialist

Lokal App - Behtar Technology | Feb 2023 - Present

- Engineered and led performance marketing campaigns across Google Ads, Facebook Ads, and Taboola, achieving a 35% increase in user acquisition and a 40% boost in ROAS within 12 months.
- Devised and executed targeted email marketing, SMS, and WhatsApp retargeting strategies, enhancing customer retention by 32%.
- Implemented scalable growth initiatives, such as referral programs and SEO strategies, resulting in a 40% increase in organic traffic and a 20% growth in the user base.
- Utilized A/B testing and analytics to optimize product flows and user journeys, leading to a 30% uplift in conversion rates.
- Developed and refined acquisition funnels through rigorous data analysis and segmentation, reducing CPA (Cost Per Acquisition) by 20% while increasing LTV (Lifetime Value) by 25%.
- Fostered strategic partnerships and conducted competitive analysis, expanding market reach, identifying new channels for user acquisition, and enhancing brand awareness.
- Led market research and employed content marketing strategies, generating a 45% increase in lead generation through targeted campaigns.

SEO / SEM Specialist

CodeParva Technologies Pvt Ltd | Dec 2021 - Feb 2023

- Managed SEO/SEM for B2B brands, achieving 60% ROI through data-driven decisions.
- Conducted competitor analysis, identifying opportunities, resulting in a 40% boost in organic traffic.
- Implemented schema markup and rich snippets, improving click-through rates by 30%.
- Strategized Google AdWords campaigns, increasing quality score by 20% and reducing CPA by 25%.
- Implemented advanced bidding strategies, cutting advertising spend by 15% while maintaining conversions.
- Developed dynamic ad content, boosting ad engagement by 20% and ad relevancy by 12%.
- Collaborated with industry influencers to enhance brand awareness.
- Developed interactive content, leading to a 40% increase in social media shares and engagement.
- Implemented feedback loops, improving customer satisfaction by 25% and referrals by 20%.

Consultant

Convergys IT Solutions DMCC | Nov 2022 -

- Collaborated with clients from diverse industries to evaluate their business strategies and uncover opportunities for growth.
- Conducted comprehensive market research and analysis, yielding actionable insights for client strategies.
- Designed and executed data-driven marketing campaigns, achieving a 30% boost in customer acquisition for client-facing projects.
- Fostered strategic partnerships with key stakeholders, leading to a 25% revenue increase from collaborative efforts.
- Provided expert advice on customer retention strategies, resulting in a 25% reduction in churn rates for subscription-based services.
- Developed and facilitated customized training programs for client teams, equipping them with the necessary skills to maintain and extend growth initiatives.

Digital Marketing Executive

Emovur : Digital Marketing Agency | June 2020 - Dec 2021

- Designed and executed targeted digital marketing campaigns for a variety of B2B and B2C brands.
- Conducted market segmentation analysis to enable the creation of hyper-targeted campaigns.
- Achieved 25% increase in customer acquisition through strategic campaign design.
- Implemented personalized email marketing automation.
- Realized 30% increase in email open rates & a 20% increase in click-through rates due to personalized email strategies.
- Achieved an average Return on Ad Spend (ROAS) of 12X.
- Conducted extensive keyword research and audience targeting.
- 25% reduction in Cost Per Click (CPC) & 30% increase in ad relevancy through targeted strategies.
- Implemented geotargeting strategies for local clients, leading to a 20% increase in foot traffic.

EDUCATION

CMS BUSINESS SCHOOL - JAIN UNIVERSITY (PG)

Master of Business Administration - Marketing 2018-2020 | 7CGPA

DIGITAL ACADEMY 360

Masters in Digital marketing 2020-2021 | A Grade

NATIONAL INSTITUTE OF DIGITAL EDUCATION

Advance Performance Marketing 2022-2023 | A Grade

NATIONAL INSTITUTE OF DIGITAL EDUCATION

Growth Hacking 2023-2023

CERTIFICATIONS

- DA360
- Google Adwords
- SemRush & Hubspot
- Google Analytics
- Performance Marketing
- Media Planning
- Growth Hacking

FUNDAMENTALS

- Growth Hacking
- Performance Marketing
- Brand Strategy
- Strategic Planning
- Team Leadership
- Creative Thinking
- Problem-Solving
- Collaboration