

# PUNEETH KUMAR A R

## Performance Marketing Analyst

Paid Media • AI-Powered Growth • Creative Support • Sales Alignment

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## PROFESSIONAL SUMMARY

**Data-driven Performance Marketing Analyst** with 2.5+ years of hands-on experience managing and optimizing paid media budgets of up to ₹20L/month across **6 paid channels** — Google Search, Display, YouTube, Meta (Facebook & Instagram), and LinkedIn. Combines rigorous campaign optimization with **LLM-powered workflows (Claude, Manus, custom AI integrations)** to accelerate reporting, creative iteration, and funnel analysis. Proven track record of **80% CAC reduction** and **peak ROAS of 260x+** on optimized campaigns, backed by end-to-end conversion tracking implementation. Comfortable contributing across the full marketing stack — from paid media execution to **creative design support, sales-marketing alignment, and CRM collaboration.**

## AI & GROWTH WORKFLOWS

- **Claude-powered creative workflows** — ad copy generation, variant testing, and campaign brief drafting at 3–5x the speed of manual workflows
- **Manus and custom AI agents** — automated competitor teardowns, audience research, landing page audits, and funnel diagnostics
- **Prompt engineering for marketing ops** — scaled ad copy variations, email sequences, landing page copy, and WhatsApp/email flows
- **AI-assisted reporting & anomaly detection** — weekly funnel insights, pacing alerts, and performance narratives integrated with GA4 and CRM
- **Marketing stack integration** — connected AI tools with CRM, WhatsApp automation, and email platforms for lead qualification, scoring, and nurture

## CORE COMPETENCIES

- **Paid Media Management & Budget Allocation** — ₹20L+/month across Google, Meta, LinkedIn, YouTube
- **Full-Funnel Attribution & Conversion Tracking** — GA4, GTM (CSS selectors, DOM triggers, custom events)
- **CAC Optimization, ROAS Scaling & Funnel Quality Analysis**
- **Campaign Structuring** — audience segmentation, bidding strategies, full-funnel messaging
- **A/B Testing, Creative Testing & Landing Page Optimization**
- **B2B Lead Generation** — LinkedIn Ads, intent-based targeting, lead nurture
- **Creative Design Support** — Canva ad creatives, landing page visuals, campaign assets
- **Sales & CRM Alignment** — lead handoff, sales feedback loops, CRM lifecycle management
- **SEO Fundamentals** — technical audits, on-page optimization, keyword research

## PROFESSIONAL EXPERIENCE

### Performance Marketing Specialist | Rohan Corporation

Oct 2023 – Present • Mangaluru, India

- **Managed and optimized monthly paid media budgets** of up to ₹20L across Google Search, Display, YouTube, Meta (Facebook & Instagram), and LinkedIn Ads — handling channel strategy, budget allocation, and performance reporting
- **Reduced Customer Acquisition Cost (CAC) by up to 80%** through audience refinement, landing page optimization, and continuous creative testing
- **Implemented advanced conversion tracking** via Google Tag Manager — CSS selectors, DOM-based triggers, and custom event tracking to capture multi-step user journeys
- **Launched and optimized LinkedIn Ads programs** for B2B lead generation, brand awareness, and high-intent audience targeting
- **Built structured campaign frameworks** with audience segmentation, bidding strategies, and funnel-aligned messaging across search, social, and video channels
- **Achieved peak ROAS of 260x+** on optimized brand-intent search campaigns through continuous keyword refinement, creative testing, and landing page improvements

- **Supported the marketing team with creative design** using Canva — produced ad creatives, landing page visuals, social media assets, and campaign collateral in coordination with the broader team
- **Collaborated closely with the sales team** — aligned on lead quality signals, optimized CRM handoffs, and fed sales feedback into campaign improvements for better funnel conversion
- **Delivered weekly and monthly performance reports** with actionable insights on funnel performance, lead quality, and ROI
- **Supported SEO initiatives** including keyword research, on-page optimization, and alignment of paid traffic with organic search performance

## Marketing Intern – Digital Performance | [Marketing Panther](#)

Jul 2023 – Oct 2023 • Remote

- Assisted in execution and optimization of **paid search and paid social campaigns** across multiple client accounts
- Conducted **keyword research, competitor analysis, and on-page SEO audits** to inform campaign briefs
- Supported creative production — **ad copy drafts, Canva-based visuals, and landing page inputs** for client campaigns
- Contributed to **campaign reporting and performance analysis** across client accounts

## Sales Consultant | [Advaith Motors Pvt Ltd](#)

Sep 2022 – Apr 2023 • Mangaluru, India

- **Managed CRM pipelines and lead lifecycle tracking** across the full sales funnel — from enquiry to conversion
- **Handled end-to-end sales conversations** with walk-in and inbound leads — product demos, objection handling, test drives, and closure
- Supported **sales funnel optimization and customer journey analysis** — insight that now informs marketing campaign structuring and lead qualification
- Built strong understanding of **enterprise and B2C buyer behavior, pricing objections, and conversion drivers** — transferable to funnel strategy and landing page messaging

## TOOLS & PLATFORMS

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**Paid Advertising:** Google Ads (Search, Display, YouTube), Meta Ads (Facebook, Instagram), LinkedIn Ads

**AI & Automation:** Claude, Manus, Prompt Engineering, Custom AI Integrations

**Analytics & Tracking:** Google Analytics 4, Google Tag Manager, Hotjar, Microsoft Clarity

**SEO & Research:** SEMrush, Screaming Frog, Ubersuggest, Google Business Profile

**CRM & Prospecting:** MeritoLeads, LeadRAT, Privyr, SalesHandy, Apollo

**Landing Pages & CMS:** Swipe Pages, ClickFunnels, WordPress

**Messaging & Email:** AiSensy, WATI, Brevo, WhatsApp Community Building

**Creative & Design:** Canva, Basic HTML / CSS / JavaScript

## EDUCATION & CERTIFICATIONS

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**Master's in Mass Communication & Journalism (Correspondence)**

[IGNOU, Delhi](#) • 2022 – 2026

**Digital Marketing Certification**

[Digital Academy, Mangalore](#) • 2023

**Bachelor of Arts in Journalism**

[SDM College, Ujire](#) • 2019 – 2022

## DECLARATION

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I hereby declare that the information furnished above is true, complete, and correct to the best of my knowledge and belief. I am **open to Analyst, Specialist & Senior Analyst roles** in remote or hybrid formats across Bangalore and Mangaluru.