

RAJEEV KAMRA

Growth & Performance Marketing Leader | Head of Digital Marketing | 15+ Years

Delhi NCR, India | +91-9911337111 | rajeevkamra@gmail.com | linkedin.com/in/rajeevkamra

PROFESSIONAL SUMMARY

Growth and performance marketing leader with 15+ years scaling mobile apps, B2B, SaaS and e-commerce businesses across India and US markets. Owns \$55K+/month paid media budgets (Meta, Google, OTT) with full P&L accountability, pairing efficient acquisition (CPI \$2.50–\$2.70, CPA \$8.52, LTV > CAC) with enterprise demand-generation wins including Honda, CNHI, Zee TV and Delhi Police HQ. M.Sc. in Statistics with a data-led, cross-functional leadership approach spanning paid media, SEO/ASO, marketing automation and analytics.

EXECUTIVE HIGHLIGHTS

- 15+ years leading growth & performance marketing across mobile, SaaS, B2B and e-commerce (India & US)
- \$55K+/month paid media budget ownership (Meta, Google, OTT) with full P&L accountability
- Scaled a mobile app to 1.4M+ users — \$2.50–\$2.70 CPI, \$8.52 CPA, 3% free-to-paid conversion, LTV > CAC
- Enterprise & government client wins: Honda, CNHI, Zee TV, Delhi Police HQ, JK Lakshmi Cement
- Built and led cross-functional teams of 5+ across analytics, SEO, ASO and social media
- 20,000+ monthly leads generated across career; 1,200+ leads/day in a single high-volume engagement

CORE COMPETENCIES

- Performance & Growth Marketing Strategy
- Budget Ownership & P&L Management
- Mobile Attribution: Firebase, AppsFlyer, Adjust, GA4
- Marketing Automation & CRM
- Funnel, Cohort & Retention Analytics
- Stakeholder & Client Management
- Paid Media: Meta, Google UAC, LinkedIn, YouTube, GDN, Taboola
- Enterprise B2B & Government Lead Generation
- SEO, ASO & Organic Growth
- A/B Testing & Creative Optimization
- Cross-Functional & Team Leadership
- KPI Reporting & ROI Measurement

PROFESSIONAL EXPERIENCE

Head – Digital Marketing (App Growth & Performance) — *Xvision IT Pvt. Ltd.* *Mar 2022 – Present*

- Own end-to-end paid user acquisition for a social networking app in the competitive US and India markets, managing \$55K+/month budgets across Meta Ads and Google App Campaigns (UAC).
- Generated ~13,000 installs/month in the US market, including 27,000 downloads at iOS launch alone.
- Achieved \$2.50–\$2.70 CPI and \$8.52 CPA through audience segmentation, creative iteration and continuous bid optimization.
- Scaled total user base to 1.4M+ across India and the US, driving 3% free-to-paid conversion and maintaining LTV above CAC.
- Partnered with product and engineering to resolve onboarding friction, lifting iOS activation to 55% (15,000 of 27,000 users completing profile setup) and sustaining a 4.3★ app rating.
- Built and led a 5-person team across data analytics, SEO, ASO and social media, establishing KPIs and reporting cadences; grew Instagram to 118,000+ followers.

Head – Digital Marketing & E-commerce — *STI Apparel Automation Pvt. Ltd.* *Dec 2020 – Mar 2022*

- Led digital marketing and e-commerce growth strategy across India with full P&L accountability across paid, organic and CRM channels.
- Built multichannel campaigns and marketing automation programs that improved qualified traffic, lead volume and funnel conversion.

Senior Digital Marketing & SEO — *Kotrax Corporate Solutions* *Jul 2019 – Nov 2020*

- Led enterprise and government client acquisition, onboarding Honda, CNHI, Global Autotech, JK Lakshmi Cement, Delhi Police HQ and VisionSpring.

- Delivered performance marketing, Google Ads, SEO and website optimization mandates with measurable ROI across accounts.

Manager – Digital Marketing — *Experis IT (Client: Ridge Links Pvt. Ltd.)*

Mar 2018 – Jul 2019

- Led B2B client acquisition for media and broadcast clients via LinkedIn Ads and Google Ads targeted at decision-makers, onboarding Zee TV, PTV and LilyP TV.
- Improved lead quality and cost per qualified lead through continuous campaign optimization.

Head – Digital Marketing — *Rupal Resort Pvt. Ltd.*

Jan 2016 – Feb 2018

- Led full-funnel digital acquisition for a 100-acre luxury real-estate project targeting high-net-worth buyers; campaigns contributed to the project selling out.

Digital Marketing & SEO Manager — *Spice Taxi India Pvt. Ltd.*

Feb 2013 – Dec 2015

- Managed acquisition for a 700+ vehicle cab-aggregator service, generating 1,200+ leads/day through paid and organic funnels.

Digital Marketing Manager – Mega Carpool Project — *HICC Ltd.*

Jan 2009 – Jan 2013

- Defined digital strategy across 2,000+ locations, generating 20,000+ leads/month.
- Led international sourcing and closed technology partnerships (TomTom, TeleAtlas, Airtel, NXP) to launch an in-car navigation product; co-led team to 3rd Runner-Up at the Nokia Navteq Global Challenge.

Technical Support Specialist — *IBM India Pvt. Ltd.*

Dec 2006 – Dec 2008

- Delivered Tier-2 technical support for international clients; received the IBM Award of Excellence for Quality.

TOOLS & PLATFORMS

Meta Ads Manager | Google UAC / Google Ads | LinkedIn Ads | YouTube Ads / GDN | Taboola & DSPs | Firebase | AppsFlyer | Adjust | Branch | GA4 / Google Analytics | ASO & SEO Tools | CRM & Marketing Automation | Excel / BI Tools

EDUCATION

- M.Sc., Statistics & Operational Research — Kurukshetra University
- B.Sc., Computer Science — Government College, Jind

CERTIFICATIONS & AWARDS

- Google Ads Certification • Google Digital Sales Certification • Amazon Account Management Services
- IBM Award of Excellence for Quality • Nokia Navteq Global Challenge — 3rd Runner-Up