

# AJINKYA SANJAY KADAM

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## SUMMARY

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Performance Marketing Manager with 6 years of hands-on experience driving ROI-focused paid growth across eCommerce, D2C, B2B, and lead-generation businesses. Specialized in Meta Ads and Google Ads with end-to-end ownership of budget planning, campaign execution, optimization, and performance outcomes.

Managed ₹50L+ in total ad spend, scaling and optimizing monthly performance budgets through structured testing, audience strategy, and funnel-led optimization. Known for strong execution, data-driven decision-making, and the ability to translate paid media performance into measurable business impact, not vanity metrics.

## PROFESSIONAL EXPERIENCE

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### Digital Account Manager (Performance Marketing)

EC Infosolutions Pvt Ltd Pune, Maharashtra, India | Nov 2025 – Present

- Own end-to-end execution and optimization of **Meta Ads and Google Ads** campaigns across multiple client accounts, driving efficiency on **CPL, CPA, and ROAS**.
- Lead **budget planning, daily optimization, and performance decision-making**, ensuring consistent delivery against defined growth objectives.
- Drive structured **A/B testing** across creatives, audiences, and formats to improve conversion efficiency and reduce acquisition costs.
- Lead weekly performance reviews using **GA4 and platform data**, translating insights into actionable optimization decisions for sustained growth.

### Performance Marketing Specialist

G&G Media Pvt Ltd Pune, Maharashtra, India | Sep 2024 – Oct 2025

#### Project 1: Mahindra Commercial Vehicles (Performance Marketing)

- Owned Meta Ads lead-generation performance with a focus on lead intent and quality, prioritizing connect rates and enquiry relevance over CPL alone.
- Aligned paid media execution with sales feedback loops to refine audience targeting and eliminate low-intent lead sources.
- Re-engineered instant lead forms and call campaigns to filter non-serious enquiries earlier in the funnel.
- Reduced CPL from ₹150 to ₹63 while maintaining lead relevance and follow-up efficiency through intent-focused optimization.

#### Project 2: Map & Memoir (E-commerce & Branding)

- Built and optimized a Shopify-based eCommerce website, improving user experience and conversion flow.
- Executed Meta Ads and Google Ads campaigns across product-focused funnels to drive traffic and conversions.
- Supported brand visibility through SEO optimization and AI-assisted catalog creatives, contributing to improved organic reach and sales performance.

### Digital Marketing Associate (Contract)

JVD Mettle Innovations Pvt Ltd Pune, Maharashtra, India | Jun 2024 – Sep 2024

- Supported digital marketing execution with a focus on strengthening **SEO fundamentals and organic visibility** across priority pages.
- Conducted keyword research, on-page optimization, and content alignment based on **search intent and business relevance**.
- Monitored website performance and traffic trends using analytics tools to identify optimization opportunities.
- Collaborated with the marketing team to ensure **alignment between organic efforts and paid media objectives**.

## Digital Marketing & E-Commerce Executive (Joined as Intern, promoted to Executive)

Samruddhi Garment Industries Sangli, Maharashtra, India | Jan 2020 – May 2024

- Managed **Amazon and Flipkart marketplace operations**, including product listings, inventory coordination, pricing alignment, and order fulfillment tracking.
- Planned and executed **Amazon Ads and Flipkart Ads** campaigns across product discovery, sales growth, and seasonal demand objectives.
- Optimized marketplace ad performance through **keyword refinement, bid optimization, and product-level analysis**, achieving:
  - **3x–4x ROAS** on Amazon Ads
  - **2.5x–3.5x ROAS** on Flipkart Ads
- Improved repeat purchases and customer retention by analyzing order trends, ratings, and customer feedback.
- Conducted competitor and pricing analysis to support **catalog expansion, promotions, and marketplace visibility**.
- Streamlined order processing and customer service workflows, improving operational efficiency and reducing fulfillment delays.

## SKILLS

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**Performance Marketing:** Meta Ads, Google Ads, Lead Generation, ROAS Optimization, CPL/CPA Optimization, A/B Testing

**Analytics:** Google Analytics 4 (GA4), Conversion Tracking, Performance Reporting

**E-Commerce:** Shopify, Amazon Ads, Flipkart Ads, Marketplace Optimization

**SEO & Fundamentals:** Keyword Research, On-Page SEO, Search Intent Alignment

**Tools:** Google Ads Manager, Meta Ads Manager, GA4

## EDUCATION

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**M.B.A - Marketing & Operations**

Shivaji University Kolhapur, Maharashtra, India

## CERTIFICATIONS

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Google Analytics (GA4), Advanced SEO II, LinkedIn Marketing Solutions Fundamentals, HubSpot SEO

## LANGUAGES

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English | Hindi | Marathi