

# Vijay Kumar Jaglan

## Performance Marketing Specialist

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Performance Marketing Specialist with 11 yrs. of progressive experience in marketing, interactive strategy and digital commerce (Verticals - Education, Cannabis, Adult, Apparels, Lingerie, Health, Beauty & Wellness, Furniture, Home Appliances, Home Decor, Real Estate, Gaming, Music, Job Portal, Baby Products, Politics etc). Accomplished at Team building, Project management and collaborating effectively with stakeholders, vendors, and clients.



## Tech Stack

**Platforms & Tools** - Google Ads, Bing Ads, Facebook Ads, Instagram Ads, Youtube Ads, LinkedIn Ads, Twitter Ads, Yahoo Ads, Quora Ads, Pinterest Ads, Amazon Ads, Flipkart Ads, Perfect Audience, Google Analytics, Traffic Junky, Exo Click, Juicy Ads, Acuity Ads, Mantis, SEM Rush, SpyFu, Google Keyword Planner, Google Ads Editor, Bing Ads Editor, Facebook Ads Manager, Google Trends, Hotjar, Google Tag Manager, Google Webmasters, Instapage, Unbounce, Optmyzr, Report Garden, Tableau, Mailchimp, Zapier, excel, Zira, Adobe Photoshop, Draw.io, Google Data Studio, Salesforce.

**Areas Of Expertise** - Digital Marketing, Digital Strategy, Digital Transformation, Pay Per Click, Search Engine Optimisation, Social Media Marketing, Online Reputation Management, Growth Hacking, Sales & Business Development, Client Relationship Management.



## Work History

2022-05 - 2022-11

### **Paid Media Specialist**

Mindreflex Technologies Private Limited, Bengaluru, Karnataka

- Managed 2 crore monthly budget for India and foreign campaigns.
- Successfully planned, structured, launched, and managed K12 campaigns for India, Asian, GCC, Apac, Latam, European countries.
- Generated more than 33K leads with avg. CPL of 600. Reduced CPL from 1700 to 600 by using multiple campaign types with optimized audience targeting.
- Got 30% quality lead ratio on search ads (Google Ads & Bing Ads), 15% on display and discovery campaigns, and 8% on video campaigns.
- Got 10% Quality leads on Facebook, Instagram & LinkedIn Campaigns.
- Created Affiliate program for 21k School.
- Created fine grain campaign structure with 70k search terms. Using them in multiple themed campaigns for each countries to get more results while doing A/B Testing.

2016-02 - 2022-04

### **Vice President - Digital**

Return On Web, Pune, Maharashtra

- Responsible for all Digital Sales activities & operations at Return On Web, India & Spokes Digital, USA.
- Managed highest \$52000 Monthly Budget for a Ecommerce client generated 3x Avg. ROI for clients. Overall have experience of handling \$200k Average Monthly budget.
- Promoting company, products and services within target market.
- Demonstrated commitment to highest standards when building relationships with corporate partners and high end customers.
- Hold full P&L responsibility for entire digital section.
- Creating periodic digital Sales & Operations reports in order to identify issues and ensure we are on correct growth curve.
- Determining appropriate staffing levels and identify ideal marketing expenditures.
- Communicate with top management and team, participating in strategic meeting and preparing.
- Quarterly performance presentations.
- Recruit, interview and train new & existing team members.

2014-10 - 2016-02

### Founder & CEO

VV Bros. International, Pune, Maharashtra

On my journey to discover something that I am passionate about, I started VV Bros. International, – A company specializing in digital products to help small and medium sized businesses connect with their target consumers.

2014-07 - 2014-09

### Digital Marketing Manager

Bewakoof.com, Mumbai, Maharashtra

- Responsible for all Digital Marketing Operations at Bewakoof.com.
- Handling Monthly budget of 1.5 Crore on Multiple Ad channels.
- Creating and Advertising all marketing communication on different channels
- Handling team of 6 people.
- Suggested to run WhatsApp campaign which generated 4 crore of revenue in first month.

2013-11 - 2014-06

### Senior Account Manager

Zansaar.com, Bengaluru, Karnataka

- Responsible for all Digital Marketing Operations.
- Handling Monthly budget of 4 Crore on Multiple Ad channels.  
Creating and Advertising all marketing communication on different channels
- Handling team of 8 people.
- Generated 5x Average Monthly ROI.
- Sold Record 93 Quantity of La-Z-Boy recliner in one month.

2011-11 - 2013-10

### Business Process Analyst

Sokrati, Pune, Maharashtra

- Running Ads Google Ads, Bing Ads and Social Media Channels for 20+ SMB and Large Scale Clients.
- Lead Acquisition Campaigns ensuring good leads to sales conversion rates.
- Brand Awareness Campaigns ensuring brand safety & reach.
- E-commerce Sales campaigns ensuring profitable ROI.
- Product Landing Page Optimizations using A/B testing.

2011-02 - 2011-10

### Indoor Sales Executive

The Country Club, Pune, Maharashtra



## Education

2010-09 - 2012-09

### Post Graduate Diploma in Business Management (MBA): Marketing

WLC College India - Pune

2007-09 - 2010-09

### Bachelor of Science: Hotel Management, Catering Tech & Tourism

Mshm School Of Management - Kolkata

2006-04 - 2007-04

### 12th Standard: Arts With Information Practices

Kendriya Vidyalaya No. 1 | CBSE Board - Kolkata

2004-04 - 2005-04

### 10th Standard

Kendriya Vidyalaya No. 2 | CBSE Board - Delhi