

RIA DUTTA

Digital Marketer

Bangalore, Karnataka | dutta.ria07@yahoo.in | +91 8777759725

[LinkedIn](#) | [Portfolio](#)

Data-Driven Performance Marketer | Managed Google & Meta Ads Campaigns | Boosted conversions and reduced CPA using full-funnel strategies.

PROFESSIONAL SUMMARY

Performance-driven Paid Media Specialist with nearly 5 years of experience managing \$10K+/month ad budgets on Meta, Google, and LinkedIn, generating 600+ qualified leads globally across SaaS, B2B, and D2C campaigns on Meta, Google, and LinkedIn. Improved ROAS by 2.5x and CTR by 30% through strategic audience targeting, A/B testing, and real-time campaign optimization. Proficient in GA4, Looker Studio, and CRM tools like HubSpot; built dashboards improving reporting accuracy by 25% and aligning campaign strategy with revenue goals.

PROFESSIONAL EXPERIENCE

Digital Campaign Manager

Jan 2025 – Jul 2025

QS Quacquarelli Symonds, Bangalore | Markets: Global Higher Education and Career Solutions

- Managed \$10K+/month ad budgets for global clients (e.g., IVEY, Birmingham Newman), delivering 600+ qualified leads through Meta and Google Display campaigns. Managed \$10K+/month ad budgets for global clients (e.g., IVEY, Birmingham Newman), delivering 600+ qualified leads through Meta and Google Display campaigns.
- Strategized audience targeting and funnel optimization on Facebook, Instagram, Google. Improved CTR by 25% and reduced CPL by 20% via A/B testing.
- Conducted A/B testing on creatives and ad placements, reducing CPL by 20% and improving CTR by 25%.
- Analyzed KPIs (CTR, CPC, Conversion Rate) using GA4, Looker Studio, and Ads Managers. Built dashboards that improved stakeholder reporting accuracy by 25%.
- Collaborated with international stakeholders to ensure alignment with business goals and local regulations.

Digital Marketer

Feb 2023 – Jan 2025

Vtiger CRM, Bangalore | Markets: B2B SaaS

- Managed end-to-end paid campaigns across Meta Ads, LinkedIn Ads, and Google Search & Display.
- Increased MQLs by 45% and reduced CPL by 22% through targeted audience segmentation and budget reallocation.
- Created weekly/monthly performance dashboards in HubSpot and Looker, tracking ROAS, CTR, CAC, and conversion rates to inform campaign pivots.
- Conducted creative A/B testing, iterated ad formats and copy based on real-time performance.
- Built and monitored end-to-end campaign funnels, from ad creation to landing page analysis, driving improved conversion rates.

Social Media Manager

Mar 2022 – Jan 2023

361 Degrees (Agency), Kolkata | Markets: B2C, D2C, B2B

- Delivered 2.5x ROAS for D2C brands via precision targeting and A/B tested creatives on Meta and Google Ads, optimized CAC through iterative scaling.
- Managed end-to-end paid media campaigns for B2C clients across Facebook, Instagram, and Google Ads, handling ad budgets up to ₹70K/month.
- Acted as Client Success Manager, delivering weekly campaign performance updates and data-driven insights via custom dashboards.
- Conducted A/B testing on ad copy and visuals to boost CTR by 15% and reduce CPC across multiple campaigns.
- Collaborated with creative teams to align ad creatives with client objectives, ensuring high engagement and conversion.

Social Media Marketer

Nov 2020 – Feb 2022

Myndroot (Agency), Kolkata | Markets: B2C, D2C

- Managed paid media for 10+ brands (e-commerce, wellness, education, real estate), improving conversions by 30% via PPC Ads, YouTube Ads, and Amazon Ads.
- Developed content calendars, managed organic social media marketing, launched keyword-targeted ad campaigns on Google Ads, Meta and Amazon Ads, improved lead quality and lowered CPL.
- Worked with influencers to create edutainment content and coordinated cross-platform promotions.
- Acted as primary client contact. Shared regular campaign performance reports, optimized campaigns based on KPIs (CTR, CPC, ROAS), and ensured client retention.

KEY PROJECTS

• *Lead Gen Campaign Optimization / QS Quacquarelli Symonds*

Launched Meta and Google Search campaigns for IVEY Business School. Initial phase yielded 173 irrelevant leads. Paused, analyzed lead quality, and restructured the campaign. In phase 2, refined creatives, optimized landing page forms, and reworked keyword targeting (high-intent + negative). Budget was reallocated from \$24/day to \$5/day.

Result: 115 relevant leads from \$235 spend.

Key outcome: Reduced cost per qualified lead and improved campaign efficiency via strategic pivoting.

• *Full-Funnel Lead Gen Campaign / Vtiger CRM*

Revamped Vtiger's PPC campaigns to improve lead quality and ROAS. Optimized keywords, launched dedicated landing pages, and A/B tested creatives and CTAs. Expanded geography and budget after ROI analysis.

Result: +45% MQLs, -22% CPL, and significant customer growth.

Key outcome: Optimized ad-to-conversion journey and scaled high-ROI channels with data-driven strategy.

- **Conversion Sales Campaign / 361 Degrees**

Ran a Meta ads sales campaign for Gatim Fashion, a D2C fashion client using test vs. holdout methodology to measure true impact.

Result: ₹20,000+ in sales from ₹3,000 ad spend. ROAS: 6.7x. Achieved 11% lift in organic/paid search traffic and 15% lower CPA via retargeting and creative optimization.

Key outcome: Proved ad impact beyond last-click and scaled sales with targeted spend.

[Project Link here.](#)

SKILLS

- Campaign Management
- Paid Media Strategy (Display, Social)
- Lead Generation
- A/B Testing, Scaling Budget, ROI Tracking, Conversion Rate Optimization
- UTM Tracking, Google Analytics (GA4), Campaign Attribution
- Funnel Based Campaigns
- Cross-Functional Collaboration
- Stakeholder management

EDUCATION

Bachelor of Commerce

Nov 2020 – Feb 2022

University of Calcutta

Technical Tools:

- **Campaign Platforms:** Meta ads, Google ads, LinkedIn, Google Ad Manager (GAM) 360.
- **Analytics & Tracking:** Google Analytics 4 (GA4), Microsoft Clarity, Google Tag Manager (GTM), UTM Tracking
- **CRM:** HubSpot, Vtiger CRM.
- **Project Tools:** HubSpot, Zoho, Microsoft Teams, Click Up, JIRA
- **Reporting:** Looker Studio, Tableau, Google Sheets (Pivot, VLOOKUP)
- **SEO & Keyword Tool:** Google Keyword Planner, SEMrush, Google Search Console

CERTIFICATIONS

- **Performance Marketing / Young Urban Project**
- **Digital Marketing / Seven Boats Academy**
- **Google Ads / Google Blueprint Certified**
- **Meta Ads / Meta Blueprint Certified**
- **Fundamentals of Digital Marketing / Google Blueprint Certified**
- **Amazon Ads 101 / Growth School**