



ADITYA RAO

Performance Marketer

paid search, paid social, creative testing

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FICTIONAL SAMPLE - all employers, qualifications and outcomes are illustrative and unverified.

EXECUTIVE SUMMARY

Performance Marketer with an illustrative 11-year career in digital acquisition, lifecycle marketing and performance measurement. Combines paid search, paid social, creative testing with disciplined documentation, practical coordination and clear communication. The sample career progresses from focused execution to independent workstream ownership, with responsibilities and boundaries described for each appointment.

Selected work includes acquisition experiment programme, conversion measurement review and budget allocation model. These examples explain the original problem, individual contribution, deliverables, review approach and remaining limitations rather than relying on unsupported headline claims.

Prepared for experienced performance marketer opportunities requiring dependable delivery, thoughtful professional judgement and collaboration. The qualification narrative includes MBA in Marketing Analytics. Every named organisation and outcome in this record is fictional; professional eligibility is not independently established.

AT A GLANCE

11 years ILLUSTRATIVE CAREER	4 CAREER APPOINTMENTS	3 WORK EXAMPLES	2 EDUCATION RECORDS
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CORE COMPETENCIES

- paid search / paid social
- creative testing / conversion tracking
- budget pacing / landing-page analysis
- attribution / experiment design

PROFESSIONAL MISSION

Turn a clear brief into dependable digital acquisition, lifecycle marketing and performance measurement work: understand the context, apply paid search and paid social, record the evidence and explain the limitations before handover.

Career family: Digital Marketing & Growth | Snapshot: 2026-09-22

PROFESSIONAL EXPERIENCE / RECENT

Performance Marketer

Meridian Digital Marketing (fictional)

Jul 2024 - Present | Jaipur, India

- Independent ownership of scoped performance marketer work, coordinating contributors and making review requirements explicit. Includes the first two selected work examples.
- Created audience and creative hypotheses with stopping rules.
 - Reconciled event definitions and tested tracking paths.
 - Led brief clarification and prioritised work using paid search, paid social and creative testing. Raised unresolved constraints before committing to the next stage.
 - Coordinated peer reviews and handover preparation; used a campaign or channel brief to distinguish completed work, assumptions and follow-up needs.
 - Supported colleagues with practical examples of conversion tracking and maintained a concise learning record after important assignments.
- Illustrative career responsibilities. Employer confirmation and underlying work records are not supplied.

Senior Performance Marketer

Northline Digital Marketing (fictional)

Jul 2020 - Jun 2024 | Jaipur, India

- Owned defined assignments and supported cross-functional coordination. Developed deeper practice in creative testing and conversion tracking.
- Aligned reporting windows and decision criteria.
 - Translated incoming requirements into a sequenced plan and aligned responsibilities with the project or service owner.
 - Applied budget pacing and landing-page analysis to resolve delivery questions while maintaining source and decision notes.
 - Introduced reusable working documents and reviewed exceptions with the responsible specialist rather than silently changing scope.
 - Prepared a experiment and performance review so the next team could understand the work and remaining questions.
- Illustrative career responsibilities. Employer confirmation and underlying work records are not supplied.

PROFESSIONAL WORKING PRINCIPLES

- Link campaigns to a clear audience, proposition and measurable journey.
- Separate attributed performance from causal claims and state tracking limitations.
- Use approved creative, consent-aware data handling and documented experiment decisions.

PROFESSIONAL EXPERIENCE / EARLIER

Performance Marketer

Cedarbridge Digital Marketing (fictional)

Jul 2017 - Jun 2020 | Jaipur, India

Progressed from supported tasks to independently managed assignments, with review available for unfamiliar or higher-risk decisions.

- Handled recurring work involving paid search and paid social using a documented preparation and review process.
- Supported conversion measurement review by organising inputs, maintaining issue notes and incorporating reviewer feedback.
- Coordinated colleagues and internal stakeholders using concise status updates, clear questions and agreed next steps.
- Improved record consistency through attribution and documented handover expectations.

Illustrative career responsibilities. Employer confirmation and underlying work records are not supplied.

Assistant Performance Marketer

Cedarbridge Digital Marketing (fictional)

Jul 2015 - Jun 2017 | Jaipur, India

Built practical foundations through supervised assignments, routine documentation and feedback from experienced colleagues.

- Assisted with paid search and creative testing within an agreed scope and escalated unfamiliar work.
- Prepared inputs and checked completeness before passing work to the responsible reviewer.
- Maintained task records and learned to communicate assumptions, constraints and observed problems clearly.
- Applied review feedback to subsequent assignments and developed a dependable working routine.

Illustrative career responsibilities. Employer confirmation and underlying work records are not supplied.

SELECTED CONTRIBUTIONS

Acquisition experiment programme. Created audience and creative hypotheses with stopping rules. The achievement is the described workstream contribution; independent outcome evidence is not supplied.

Conversion measurement review. Reconciled event definitions and tested tracking paths. The achievement is the described workstream contribution; independent outcome evidence is not supplied.

Budget allocation model. Aligned reporting windows and decision criteria. The achievement is the described workstream contribution; independent outcome evidence is not supplied.

SELECTED WORK / 01

Acquisition experiment programme

P1 | Jan 2025 - Jun 2025 | FICTIONAL WORK EXAMPLE

Context. Fictional internal work programme in digital acquisition, lifecycle marketing and performance measurement; not a real client case study.

Problem. Spend increased without clear learning.

Objective. Create a workable response to this issue through paid search, explicit review criteria and practical documentation. Agree the boundaries before execution and retain unresolved points for follow-up.

Contribution and ownership. Performance Marketer; owned the stated workstream, not the full organisation or every collaborator contribution.

- Created audience and creative hypotheses with stopping rules.
- Prepared the scope with the commissioning team, identified unresolved inputs and used paid search to turn the brief into a sequenced work package.
- Applied paid social and creative testing while coordinating reviews with the designated owner. Kept decision notes so collaborators could separate facts, assumptions and changes.
- Assembled the handover material, explained open limitations and agreed which items needed further review rather than presenting them as completed.

Methods. paid search / paid social / creative testing / conversion tracking

Deliverables. Acquisition experiment programme - scoped brief; Acquisition experiment programme - reviewed working package; Acquisition experiment programme - handover and learning summary

Review. Reviewed the scoped output against the agreed brief, recorded exceptions and checked that key conclusions could be traced to observations. The review package calls for a campaign or channel brief and a named human reviewer.

Illustrative outcome: the team adopted a repeatable approach for acquisition experiment programme, with clearer ownership and reviewable records. This is a fictional qualitative result; no real performance measurement or external acceptance evidence is supplied.

Suggested evidence (not supplied): campaign or channel brief; measurement specification; experiment and performance review.

SPECIALIST PRACTICE

Measurement discipline

The sample focuses on paid search, paid social, creative testing. Approvals, supervision and specialist input are identified in each work package; work outside this scope is referred to the designated responsible person.

Peer learning and practical guidance. Created short examples on paid search and conversion tracking for colleagues. Separated personal preferences from agreed team procedures and recorded useful questions.

Review and handover discipline. Facilitated practical reviews of conversion measurement review, ensuring that unresolved issues retained a named owner rather than disappearing from final presentations.

Results and spend are illustrative. No real campaign attribution, client ROI or platform certification is claimed.

SELECTED WORK / 02 AND 03

Conversion measurement review

P2 | Jan 2026 - Jun 2026 | Meridian Digital Marketing (fictional)

Problem. Reported leads included duplicate events.

Objective. Create a workable response to this issue through paid social, explicit review criteria and practical documentation. Agree the boundaries before execution and retain unresolved points for follow-up.

Ownership. Performance Marketer; owned the stated workstream, not the full organisation or every collaborator contribution.

- Reconciled event definitions and tested tracking paths.
- Prepared the scope with the commissioning team, identified unresolved inputs and used creative testing to turn the brief into a sequenced work package.
- Applied conversion tracking and budget pacing while coordinating reviews with the designated owner. Kept decision notes so collaborators could separate facts, assumptions and changes.
- Assembled the handover material, explained open limitations and agreed which items needed further review rather than presenting them as completed.

Methods. paid social / creative testing / conversion tracking / budget pacing

Delivered. Conversion measurement review - scoped brief; Conversion measurement review - reviewed working package; Conversion measurement review - handover and learning summary

Illustrative outcome: the team adopted a repeatable approach for conversion measurement review, with clearer ownership and reviewable records. This is a fictional qualitative result; no real performance measurement or external acceptance evidence is supplied.

Suggested evidence (not supplied): campaign or channel brief; measurement specification; experiment and performance review.

Budget allocation model

P3 | Jan 2021 - Jun 2021 | Northline Digital Marketing (fictional)

Problem. Channels were compared using incompatible metrics.

Objective. Create a workable response to this issue through creative testing, explicit review criteria and practical documentation. Agree the boundaries before execution and retain unresolved points for follow-up.

Ownership. Performance Marketer; owned the stated workstream, not the full organisation or every collaborator contribution.

- Aligned reporting windows and decision criteria.
- Prepared the scope with the commissioning team, identified unresolved inputs and used budget pacing to turn the brief into a sequenced work package.
- Applied landing-page analysis and attribution while coordinating reviews with the designated owner. Kept decision notes so collaborators could separate facts, assumptions and changes.
- Assembled the handover material, explained open limitations and agreed which items needed further review rather than presenting them as completed.

Methods. creative testing / conversion tracking / budget pacing / landing-page analysis

Delivered. Budget allocation model - scoped brief; Budget allocation model - reviewed working package; Budget allocation model - handover and learning summary

Illustrative outcome: the team adopted a repeatable approach for budget allocation model, with clearer ownership and reviewable records. This is a fictional qualitative result; no real performance measurement or external acceptance evidence is supplied.

Suggested evidence (not supplied): campaign or channel brief; measurement specification; experiment and performance review.

EDUCATION AND SPECIALIST LEARNING

MBA in Marketing Analytics

Asterbridge Institute of Professional Studies (fictional institution)
Jul 2013 - May 2015 | completed - fictional record
Focus: paid search, paid social, conversion tracking. Specialist study on acquisition experiment programme; an illustrative learning project, not a published result.

BBA in Marketing

Cedarhaven College of Applied Studies (fictional institution)
Jul 2010 - May 2013 | completed - fictional record
Focus: creative testing, budget pacing, landing-page analysis. Applied coursework in paid search, documentation and reviewed practical assignments.

CONTINUING PROFESSIONAL DEVELOPMENT

Marketing measurement lab (2023). Paid search and conversion tracking in the context of performance marketer work. Used reflective exercises and a bounded practice example related to acquisition experiment programme.
Audience research workshop (2024). Paid social and budget pacing in the context of performance marketer work. Used reflective exercises and a bounded practice example related to conversion measurement review.
Creative experimentation practicum (2025). Creative testing and landing-page analysis in the context of performance marketer work. Used reflective exercises and a bounded practice example related to budget allocation model.

Provider for these illustrative learning records: Meridian Professional Learning Studio (fictional). Not a licence or certification.

LANGUAGES AND WORKING PREFERENCES

English and Hindi - professional working proficiency in this fictional record.
Work arrangement: hybrid; remote feasibility discussed per role. Relocation: open to discussion - sample preference. Availability: not confirmed; discuss before an interview.

CREDENTIAL AND EVIDENCE STATUS

Results and spend are illustrative. No real campaign attribution, client ROI or platform certification is claimed.
Synthetic qualification and institution names illustrate profile fields only; they are not a validated qualification route or recognised accreditation claim.
No real referee, endorsement, award, publication, membership or licence is supplied.

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Contact placeholder: aditya.rao@example.com. No phone, live profile URL or verified reference is supplied.

Complete machine-readable data: profile.json. Interactive companion: portfolio.html. Reference CV used for structure only; this is not Ajay Prajapat's biography.