

MOHAN RAJ

Senior Performance Marketing Specialist

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PROFESSIONAL SUMMARY

Results-driven Senior Performance Marketing Specialist with 5+ years of experience managing full-funnel digital campaigns across 6+ F&B brands simultaneously. Delivered consistent ROAS improvements, 15%+ traffic growth, and multi-brand customer acquisition at scale. Rare expertise in AI-powered marketing automation (Claude AI, ChatGPT, Gemini, Manus AI) enabling faster campaign iteration and smarter bid optimisation. Proven track record of building digital ecosystems from scratch and turning data into revenue.

KEY ACHIEVEMENTS

<p>🏆 15% Website Traffic Growth</p> <p>Achieved through multi-channel SEO + paid campaigns at Pricol Gourmet across 9-month period.</p>	<p>🏆 9% Growth in Leads & Sales</p> <p>Delivered via integrated Google Ads + Meta Ads + email marketing funnel within 9 months.</p>
<p>🏆 2.3% CTR Improvement</p> <p>Improved Google Ads CTR by 2.3% while simultaneously lowering CPC through data-driven creative testing.</p>	<p>🏆 6 Brands Managed Simultaneously</p> <p>Built full digital ecosystems (Meta, Google, SEO, GMB, WhatsApp) from scratch for each brand at Born Restaurants.</p>

PROFESSIONAL EXPERIENCE

Senior Performance Marketing Specialist | *Born Restaurants & Nosh Pvt Ltd* Feb 2025 – Present

- Managing performance marketing across 6 F&B brands (Double Roti, Sortd, Double Dashi, Cherrypond, Jolly Indian, FUFU) with full P&L responsibility for digital ad spend.
- Built full-funnel digital ecosystems from scratch for 3 new brand launches, achieving visibility in local search within 30 days of go-live for each.
- Manage combined Meta Ads & Google Ads budgets across 6 brands, optimising ROAS through A/B testing of creatives, audiences, and bidding strategies.
- Reduced customer acquisition cost (CAC) by implementing retargeting funnels and WhatsApp automation workflows, improving repeat visit rates across all brands.
- Developed Sortd's complete digital presence from zero — executed awareness-to-conversion funnel including conference & meeting room promotions, generating qualified B2B leads within 45 days.
- Delivered monthly brand-wise performance reports with data-driven insights, enabling leadership to make informed budget allocation decisions.
- Improved local SEO and Google My Business rankings for all 6 brands, driving measurable increase in walk-in conversions through organic search.
- Deployed AI tools (Claude AI, Manus AI) for real-time campaign monitoring and automated performance reporting, reducing manual reporting time by ~40%.

Senior Digital Marketing Executive | *Pricol Gourmet Pvt Ltd*

May 2024 – Feb 2025

- Promoted to senior role after consistently exceeding targets. Led multi-channel campaign strategy for a premium F&B brand with 5+ outlets in Chennai.
- **15% increase in website traffic** within 9 months through integrated SEO optimisation and paid media campaigns.
- **9% growth in leads and sales** achieved by executing high-conversion Meta Ads and Google Ads funnels alongside email marketing automation.
- **2.3% improvement in Google Ads CTR** by implementing data-driven ad copy testing and creative refresh strategy while simultaneously reducing CPC.
- Spearheaded multi-channel strategy spanning Google Search, Display, Facebook, Instagram, and email — resulting in measurable engagement and revenue growth.
- Directed keyword research and on-page SEO optimisation that significantly boosted organic search rankings and reduced reliance on paid traffic.

Digital Marketing Executive | *Pricol Gourmet Pvt Ltd*

July 2022 – May 2024

- Developed and implemented digital marketing strategies that increased website traffic and generated qualified leads within the F&B sector.
- Managed Google Ads campaigns, achieving increased CTR while reducing cost-per-click through iterative ad copy and creative optimisation.
- Created and managed Facebook and Instagram ad campaigns, driving measurable growth in followers, engagement, and in-store sales.
- Conducted keyword research and optimised website content to improve organic search rankings and drive more qualified traffic.

Digital Marketing Executive | *Chennai Publishing Services*

June 2021 – July 2022

- Improved website search engine visibility and organic traffic through strategic on-page and off-page SEO practices.
- Managed book listings on Amazon, Flipkart, and Amazon Kindle — optimised metadata and descriptions to boost discoverability and sales conversions.
- Drove new business acquisition by securing articles and books from authors, contributing to portfolio and revenue growth.

Digital Marketing Executive Intern | *Flexus Soft Services*

Apr 2021 – June 2021

- Developed LinkedIn marketing strategies that increased brand visibility and audience engagement.
- Managed social media marketing campaigns contributing to follower growth and engagement across platforms.
- Implemented SEO best practices, improving website search engine rankings and driving increased organic traffic.

CORE COMPETENCIES

Performance Marketing	Full-Funnel Strategy, ROAS & CPA Optimisation, Retargeting & CRO, Multi-Brand Management
Digital Advertising	Meta Ads (Facebook/Instagram), Google Ads (Search/Display), YouTube Advertising, WhatsApp Marketing & CRM
SEO, Analytics & AI	SEO & Google My Business, GA4 & Looker Studio, AI-Powered Campaign Automation, Data-Driven Reporting

AI & TOOLS EXPERTISE

AI Tools:	Claude AI • ChatGPT • Google Gemini • Meta AI • Manus AI
Advertising:	Google Ads • Meta Ads Manager • Google Tag Manager • YouTube Ads • HotJar
SEO & Analytics:	GA4 • Google Search Console • SEMrush • Ahrefs • Ubersuggest • Looker Studio
CRM & Automation:	HubSpot • WhatsApp Business API • Mailchimp • Brevo • Zapier • Reelo
Creative & PM:	Canva • Figma • Adobe Suite • Monday.com • Asana

EDUCATION & CERTIFICATIONS

Bachelor of Business Administration | Vels University, Chennai | Apr 2024 – Present

Digital Marketing Certification | Greens Technology | Mar 2021 – May 2021

Diploma – Mechanical Engineering | Sri Sai Ram Polytechnic College | Jul 2016 – Aug 2019

Open to Performance Marketing Manager / Head of Digital Marketing roles in E-commerce, D2C, Food-tech & SaaS industries