

Prakash Natarajan

Performance Marketing Manager

Chennai, Tamil Nadu · [Phone] · [Email] · [Website or LinkedIn]

PROFESSIONAL SUMMARY

Performance marketing manager with six years running paid acquisition for D2C and edtech brands, currently managing about ₹1.2 crore in monthly ad spend. Plans budgets across Google, Meta and marketplace ads, builds testing roadmaps for creatives and landing pages, and reports blended acquisition cost to leadership. Works closely with analytics and product teams on attribution.

SKILLS

Google Ads · Meta Ads Manager · Marketplace ads · Budget allocation · Creative testing · Landing page CRO · GA4 and GTM · Looker Studio · Attribution modelling

EXPERIENCE

Performance Marketing Manager — D2C personal care brand, Chennai

2 years 8 months · current

- Manage roughly ₹1.2 crore of monthly spend across search, social and marketplace ads with a team of two executives and an agency.
- Reduced blended customer acquisition cost by about 22 percent over three quarters by shifting budget toward high-intent search and bundles.
- Set up a fortnightly creative testing calendar that retired weak ads faster and doubled the number of variants tested each month.
- Worked with developers on server-side conversion tracking, recovering attribution for purchases previously lost to browser restrictions.

Senior Paid Media Executive — Online test-preparation platform, Chennai

2 years 6 months

- Ran lead-generation campaigns for engineering entrance courses, bringing cost per qualified lead down from about ₹480 to ₹310.
- Launched Tamil and Telugu ad sets for regional batches, which contributed nearly a third of new enrolments within one admission season.
- Built a Looker Studio dashboard linking ad spend to counsellor-verified leads, replacing three manual spreadsheets used by the sales team.

Digital Marketing Associate — Performance marketing agency, Bengaluru

1 year 2 months

- Handled search campaigns for five small-business clients and prepared weekly performance summaries for the account manager.

- Added negative keyword lists to local service campaigns, trimming wasted clicks and lowering cost per enquiry for a dental clinic client.
- Set up conversion tracking for call and form leads so clients could see which campaigns produced genuine enquiries.

EDUCATION

MBA, Marketing — Private business school, Chennai

B.E., Electronics and Communication — Engineering college affiliated to a state university, Coimbatore

CERTIFICATIONS AND REGISTRATIONS

- Google Ads Search Certification
- Meta Certified Media Buying Professional
- Google Analytics Certification

PROJECTS

- Bundle landing page test — ran a split test on combo-pack pages that raised conversion rate on paid traffic

LANGUAGES

English · Tamil · Telugu · Hindi