

Important Links

LinkedIn

<https://linkedin.com/in/vinayakkotagi/>

Portfolio

Vinayakkotagi.com

Contact

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Email

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Address

#09, 10th cross, 16th Main, 1st Stage,
BTM Layout, Bengaluru, Karnataka
560029

Hard Skills

- Meta Ads
- Data Analysis & Metrics Evaluation
- Shopify
- Foreplay (Creative Research)
- Motion (Creative Analytics)
- Looker Studio
- Elementor / WooCommerce
- Klaviyo
- Canva & Figma
- Zapier (Task Automations)
- Clarity/Truconversion (Heatmaps)
- Clickfunnels/Cartflow
- Google Ads
- Perplexity & ChatGPT (AI Tools)
- Customer & Competitor Research
- Client Communication & Reporting
- On Page & Off Page SEO
- Google Analytics

VINAYAK KOTAGI

Paid Social Ads & Digital Marketing Specialist

Result-driven digital marketer with 5+ years of experience, specializing in Meta ads. Proven track record of creating high-ROI campaigns and actionable strategies. Skilled in analytics, branding, and creative ideation to deliver measurable results. Dynamic, quick learner, and focused on driving business growth through impactful marketing solutions.

Recent Experience

AUG 2024 - PRESENT

DTC Brands & Ticketing | Bengaluru, India **(Remote)**

Freelancing (Meta Ads, CRO & Creative Production)

- **Outreach:** Conducted cold outreach to early-stage startups, leveraging Apollo.io to introduce and sell services.
- **Market Research:** Analyzed competitor customer feedback to pinpoint gaps, uncover opportunities, and address core marketing needs.
- **Creative Testing:** Executed tests across diverse formats, messaging, and angles to optimize engagement.
- **Conversion Optimization:** Experimented with various landing page layouts and messaging strategies to drive higher conversion rates.
- **Budget Management:** Managed monthly account budgets ranging from ₹50,000 to ₹4,00,000.
- **Industries:** Served Wellness, Events, and Clothing sectors.

FEB 2022 - AUG 2024

Ensere Pvt Ltd. | London, UK **(Remote)**

Digital Marketing Specialist

- **Strategic Planning:** Conducted comprehensive audits on funnels, ad accounts, websites, pricing, trends, and offers, devising strategies that enhanced overall client conversions.
- **Budget Management:** Successfully scaled multiple Meta ad accounts, increasing advertising budgets by 180% within three months for a beauty brand, managing monthly budgets up to \$25,000.
- **Market:** Deep understanding and extensive experience in the UAE, US and European markets.
- **Industry Experience:** Managed accounts across various sectors including furniture, jewelry, pet stores, and apparel, showcasing versatility and adaptability.
- **Performance Improvement:** Boosted monthly recurring revenue (MRR) to an average of \$40,000 through Meta ads for a high-end cosmetic brand; increased monthly return on ad spend (ROAS) by 187% within three months.
- **Analytics & Data-Driven Decision Making:** Identified key metric correlations, making data-informed decisions that optimized offers, landing pages, Meta campaigns, ad sets, and ads for enhanced performance.

Soft Skills

- Strategic Thinking
- Data-Driven Decision Making
- Client Communication
- Problem Solving
- Time Management
- Adaptability & Resourceful

Language

- English
- Hindi
- Kannada

Activities

- I served as a Member and Speaker at the Digital Marketing Club, a community that facilitates connections among Digital Marketers.
- I held the role of Social Media / Activity Manager at Rainbow Lining Hostel in Palolem, South Goa, a Backpacker Hostel. I collaborated with the business owner in accommodating guests and arranging activities throughout South Goa.

- **Reporting and Automations:** Analyzed data to interpret statistics, provided actionable recommendations, and delivered comprehensive reports to internal teams and clients. Automated daily, weekly, and monthly reporting using Google Sheets integrated with Slack for streamlined communication and tracking.
- **Creative Strategy & Development:** Developed innovative creative strategies and produced engaging content formats (images, GIFs, videos) for Meta ads, ensuring high engagement and impact.
- **Landing Page Optimization & Development:** Built and optimized multiple Shopify stores, managed corresponding Meta ad campaigns, and created SEO-optimized websites. Designed and developed high-converting landing pages using ClickFunnels, Elementor, and Cartflows.
- **Team Management & Automation:** Supervised a team of three, coordinated with external vendors, and implemented task reporting and management automation, enhancing team productivity and efficiency.
- **Email Marketing:** Designed and executed targeted email campaigns using Klaviyo, effectively segmenting audiences for higher engagement and conversion rates.

Past Experiences

○ **SEPT 2020 - DEC 2021**

Activity Manager & Freelance (Career Break)

- **Backpacking and Volunteering:** Traveled across India, volunteering and working as an Activity Manager in various backpacker hostels.
- **Kayaking Tour Guide:** Trained tourists in ocean kayaking and led guided tours from Palolem Beach to Butterfly Beach in South Goa.
- **Freelance Social Media Management:** Managed social media accounts for multiple hotels and cafes, creating engaging content and driving online presence.

○ **SEPT 2019 - SEPT 2020**

Enlightlife Pvt Ltd. | Bengaluru, India

Digital Marketing Manager

- Shared engaging content on relevant social media platforms and ran multiple paid campaigns for Facebook ads.
- Successfully acquired 1000 followers for Enlightlife's Facebook Page through organic methods.
- Oversaw inventory management.
- Coordinated and supervised freelancers.
- Developed a WordPress website.

○ **SEPT 2018 - JUNE 2019**

Cocosutra | Bengaluru, India

Social Media Marketing Executive

- Shared Social Media Content on relevant platforms such as Facebook and Instagram.
- Developed a diverse array of Facebook and Amazon Ads Campaigns to enhance Brand Awareness.
- Achieved a growth of 1000 followers on Cocosutra's Instagram Page organically.
- Boosted sales by 30% through the implementation of Influence Marketing.