



# Kanishk Harlalka

## Performance Marketer

### Personal Details

📍 Mumbai | India

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🌐 Portfolio Website  
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### Soft Skills

- Problem Solver
- Analytical Skill
- Research & Strategy
- Business Intelligence

### Softwares

- Meta Ads & Google Ads
- Canva
- Filmora
- Photoshop & Illustrator
- Semrush
- Mail Chimp
- Google Analytics
- Shopify & WordPress

### Volunteer

**Google Ads Expert**  
Naadvistaar - NGO

June 2023 - Aug 2023

Managed Google Search ads for Naadvistaar, achieving lead and traffic goals with an ₹800k monthly budget over two months.

## About Me

I am a results-driven digital marketer and business development enthusiast with a proven track record of transforming offline businesses into successful online ventures. With a passion for performance marketing, I specialize in driving online sales, generating high-quality leads, and managing data-backed ad campaigns that deliver measurable results. I am proficient in SEO, web development, and graphic design, equipped with a strong foundation in digital marketing from IIDE. Constantly innovating and eager to learn, I am excited to contribute my expertise to propel your digital marketing agency's growth.

## Work Experience

### BIDDABLE MEDIA - ANALYST

JAN 2024 - PRESENT

#### PERFORMICS - PUBLICIS GROUPE

- Manage execution of Google and Meta ads for ZEE5 Global with an 8 Crs. monthly budget.
- Optimize ad performance, generate detailed reports, and launch new campaigns daily.
- Successfully reduced cost per acquisition (CPA) by 33%, from 3k to 2k.
- Enhance efficiency and effectiveness of advertising efforts through strategic optimizations.

### SEO - Intern

MAY 2023 - AUG 2023

#### FCB SIX (Kinnect)

- **Enhanced Online Visibility:** Boosted search rankings and organic traffic for top brands like Tasva, Mahindra, Forever 21, Allen Solly, Peter England, Louis Philippe, and Van Heusen with effective SEO strategies.
- **Data-Driven Optimization:** Leveraged analytics tools for actionable insights, resulting in improved content, higher conversion rates, and successful on-page optimization.

### Freelance

OCT 2018 - JAN 2023

#### Digital Marketing, Website & Graphic Design

- Successfully transformed offline store operations into a fully automated online pickup and delivery service, driving a **70% increase in customer acquisition**.
- **Managed an advertising budget exceeding ₹50k**, generating leads worth over ₹15M through highly targeted Meta and Google Ads campaigns, achieving a **20% increase in conversion rates**.
- Developed and implemented franchise models, accelerating business growth and facilitating the expansion into 3+ new locations.
- Identified and capitalized on new revenue streams, fostering strategic partnerships and driving a **50% increase in revenue** through market research, effective communication, and digital transformation initiatives.
- Led comprehensive digital marketing strategies, including SEO, PPC/SEM, Paid Media (Meta Ads), SMO, and WhatsApp Marketing, resulting in a boost in brand visibility and increased revenue for clients.
- Designed and developed 10+ websites, contributing to improved online presence and customer engagement.
- Created over 1000+ creative assets, including pitch decks, presentations, logos, business stationery, and social media creatives, helping businesses elevate their brand identity.

### Event Manager - Intern

APRIL 2022 - JULY 2022

#### Jio World Drive Mall - Bandra

Orchestrated flawless events through vendor collaboration and expert production oversight, ensuring exceptional attendee experiences

### Founder & CEO

OCT 2020 - MAR 2021

#### Need N Food - Online Grocery Store

Developed a comprehensive business and marketing strategy to establish a profitable venture. Crafted a unique selling proposition (USP) and created mobile apps, websites, logos, and other essential business materials. Conducted competitor and market research to ensure product alignment. Managed Facebook Ads campaigns to drive online sales. ads Managed all aspects of digital marketing.

## Education

### • Post Graduate Programme in Advance Digital Marketing

IIDE - The Digital School

JAN, 2023 - JAN, 2024