

Aditya Rao

Performance Marketer

AR

Jaipur, India aditya.rao@example.com Fictional sample

01 Professional profile

Performance Marketer with an illustrative 11-year career focused on paid acquisition, landing-page experiments and attribution-aware analysis. Core strengths include Paid search, Paid social and Creative testing. Selected examples describe the challenge, contribution and handover materials.

02 Professional experience

Jul 2022 - Present

Performance Marketer

Asterline Growth Studio · Jaipur

Delivered defined workstreams in paid acquisition, landing-page experiments and attribution-aware analysis, coordinating reviewers and delivery partners.

- Isolated creative hypotheses and set comparison windows before launching a controlled test plan.
- Aligned event names and lead stages, documented attribution limits and audited sample journeys.

Jul 2018 - Jun 2022

Performance Marketer

Northmere Growth Studio · Jaipur

Developed hands-on experience across paid acquisition, landing-page experiments and attribution-aware analysis, with a defined review process.

- Used paid search and conversion tracking on assigned work; recorded decisions so colleagues could understand the approach.
- Prepared handover materials and incorporated specialist feedback before closing the workstream.

Jul 2015 - Jun 2018

Marketing Associate

Cedarfield Growth Studio · Jaipur

Built foundations through supported assignments, observation and practical feedback.

- Assisted with paid social and budget pacing, checking work with an experienced reviewer.
- Kept organised work records and developed clear handover habits through supervised practice.

EXPERTISE

Core capabilities

Paid search

Paid social

Creative testing

Conversion tracking

Budget pacing

Experiment analysis

SELECTED WORK

Creative learning programme

Creative matrix and experiment readout

Conversion measurement repair

Measurement specification and reconciliation notes

LANGUAGES

English - professional working
Hindi - professional working

CAREER CONTEXT

11 years in this illustrative career.

Three appointments.

Full work examples on page 2.

03

Campaigns & experiments

Test deliberately. Read the full picture.

WORK EXAMPLE 01 / ILLUSTRATIVE Creative learning programme Prepared for handover Creative matrix and experiment readout	Context Campaign changes made it hard to identify what influenced response. Contribution Isolated creative hypotheses and set comparison windows before launching a controlled test plan.
WORK EXAMPLE 02 / ILLUSTRATIVE Conversion measurement repair Prepared for handover Measurement specification and reconciliation notes	Context Platform reports and enquiry records used different definitions. Contribution Aligned event names and lead stages, documented attribution limits and audited sample journeys.

04

Education

2013 – 2015 MBA in Marketing Analytics Asterbridge Institute of Professional Studies Specialist study with a practice focus on paid search and paid social.
2009 – 2013 Bachelor-level study in the relevant discipline Cedarhaven College of Applied Studies Foundation study, practical assignments and supervised learning. Fictional institution and qualification record.

05

Professional development

2024 Paid search - advanced practice workshop Scenario exercises and peer review in paid acquisition, landing-page experiments and attribution-aware analysis.
2025 Conversion tracking - reflective practice seminar Applied learning reviewed through a bounded example and a written reflection. Continuing learning examples, not licences or independently verified certifications.

06

Practice & evidence notes

Work focus	Evidence status	Contribution scope
Paid acquisition, landing-page experiments and attribution-aware analysis	Illustrative work descriptions; no source artefacts attached	Owned the stated workstream, not all team outcomes

Every employer and institution in this CV is fictional. The two work examples describe individual contributions; supporting artefacts and externally measured outcomes are not supplied. Replace example information with accurate records and permission-cleared work before using this CV.