

# Ritik Malik

## Growth & Performance Marketer | Digital Marketing Specialist

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### PROFESSIONAL SUMMARY

Performance marketing and growth-focused digital marketer with 5+ years of hands-on experience across paid media, SEO, funnel **optimization**, and marketing analytics. Proven track record of scaling campaigns, improving ROAS, and driving consistent organic growth. Experienced in building marketing dashboards (Power BI, Streamlit) and leveraging AI-assisted workflows for data-driven campaign insights. Core skills include Growth & Performance (Google Ads, Paid Media, Audience Targeting, ROAS Analysis, SEO Strategy, Conversion **Optimization**) and proficiency in Analytics & Platforms (Google Analytics (GA4), GTM, Google Search Console, Power BI, Streamlit, Meta Ads Manager, WordPress).

### PROFESSIONAL EXPERIENCE

#### Digital Marketing Specialist | Erickson Coaching / xMonks May 2025 – Present

- Directed Google Ads campaigns for priority programs, achieving 40% impression share and a massive 12x ROAS by **optimizing** bid strategies.
- Drove sustained SEO growth by improving core keyword rankings, resulting in ~50% higher clicks with consistent month-on-month growth.
- Built internal Streamlit dashboards to **visualize** funnels, campaign performance, and channel efficiency for stakeholders.

#### Client Delivery Executive (Growth Marketing) | Avantice Corporation Apr 2024 – Aug 2024

- Spearheaded the India market operations for a global ad network, executing app install (CPI) campaigns from ground zero to establish regional benchmarks.
- Analyzed** performance data to identify top-performing creatives and traffic sources, leading to scaled offers and **optimized** campaign delivery.
- Applied web development to improve landing page conversion rates by 15%

#### Digital Marketing Executive | Irish Expert Jun 2023 – Dec 2023

- Strategized paid campaigns for 9+ branches, managing a **monthly budget of ₹50L+** to hit ROAS targets.
- Developed and launched the corporate website in-house to **enable full GTM and pixel tracking**, ensuring 100% data visibility across 9+ branches.

#### Digital Marketing Executive | GlobEDwise Pvt. Ltd. Nov 2021 – May 2023

- Executed Google and Meta Ads campaigns, contributing to ~30-40% growth in lead volume over a multi-month period.
- Improved campaign efficiency and ROAS by **20-25%** through audience refinement and creative testing.

**Earlier Experience (Jan 2019 – Oct 2021):** Held Digital Marketing Executive roles at JCCPL Pvt. Ltd., Skill Academe, and ACMT Group of Colleges, focusing on SEO, PPC, SMO, and lead generation.

### PROJECTS

- Power BI Marketing Dashboards:** Built 5 Power BI dashboards **analyzing** sales, profit trends, campaign performance, and funnel analysis.
- Portfolio Website:** Developed personal portfolio ([ritikmalik.com](http://ritikmalik.com)) featuring case studies demonstrating data-driven growth strategies.

### EDUCATION & CERTIFICATIONS

- Bachelor of Commerce (B.Com)** | University of Delhi
- Certifications:** Digital Marketing (Digital U) & Web Development (Internshala)

