

Ritik Malik

Growth Marketing & AI Automation Specialist

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PROFESSIONAL SUMMARY

Growth and performance-focused marketer with 5+ years of experience across paid acquisition, SEO, analytics, and marketing operations. Experienced in managing high-budget campaigns (₹50L+/month), improving funnel efficiency, and scaling lead generation through paid and organic channels. Recently focused on building AI-assisted marketing systems, automation workflows, reporting dashboards, and internal tools using Google AI Studio, Gemini APIs, and modern workflow automation platforms.

PROFESSIONAL EXPERIENCE

Digital Marketing Specialist

Erickson Coaching / xMonks

May 2025 – Present

- Managed Google Ads campaigns achieving ~40% impression share through bid strategy and targeting optimization.
- Improved organic traffic by ~50% through SEO and content optimization initiatives.
- Built internal reporting dashboards and automation tools using Streamlit to improve funnel visibility and campaign tracking.
- Contributed to improved lead quality and funnel performance through campaign and workflow optimization.

Client Delivery Executive (Growth Marketing)

Avantice Corporation

Apr 2024 – Aug 2024

- Launched and scaled CPI campaign operations for the India market within a global ad network environment.
- Analyzed creatives and traffic performance to scale high-performing campaign combinations.
- Applied web development improvements to landing pages, improving conversion rates by 15%.

Digital Marketing Executive

Irish Expert

Jun 2023 – Dec 2023

- Managed paid campaigns across 9+ branches with monthly budgets exceeding ₹50L.
- Optimized campaigns to maintain ROAS targets while scaling lead generation.
- Implemented GTM and tracking systems ensuring full-funnel visibility across 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.
- Improved campaign efficiency and ROAS by 20–25% through audience refinement and creative testing.

AI SYSTEMS & AUTOMATION PROJECTS

AI Lead Processing & Meta Ads Qualification System

Built AI-assisted workflows to organize, filter, and structure Meta Ads leads using Google AI Studio and Vercel-hosted internal tools.

Google AI Studio · Gemini API · Meta Ads · Workflow Automation · Vercel

AI SEO Content & WordPress Publishing Pipeline

Developed AI-assisted publishing workflows to generate blogs, create AI images, and automate structured WordPress publishing operations.

Gemini API · WordPress Automation · SEO Workflows · AI Content Systems

Bulk Email Campaign Automation Tool

Created reusable email campaign workflows for webinar invites and outreach operations with scalable deployment systems.

Email Automation · Campaign Operations · Template Systems · Vercel

Power BI Marketing Dashboards

Built dashboards analyzing funnel performance, campaign efficiency, sales trends, and operational reporting.

Power BI · Data Visualization · Funnel Analytics · Reporting Systems

SKILLS & TOOLS

Marketing

Google Ads · Meta Ads · SEO · Lead Generation · Funnel Optimization · Campaign Strategy · ROAS Optimization

Analytics & Reporting

Power BI · GA4 · Google Tag Manager · Streamlit · Campaign Analytics · Funnel Reporting

AI & Automation

Google AI Studio · Gemini API · Workflow Automation · WordPress Automation · Vercel · AI Content Systems

EDUCATION & CERTIFICATIONS

Bachelor of Commerce (B.Com) — University of Delhi

Certifications: Digital Marketing (Digital U) · Web Development (Internshala)