

## Ritesh Khurana

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## PROFESSIONAL SUMMARY

Digital marketing professional with over 12 years of hands-on experience running paid advertising campaigns and generating quality leads for businesses. I've managed Google Ads, Facebook Ads, and other paid channels while also handling the project management side of marketing initiatives. My background combines technical understanding with strategic campaign planning, and I'm comfortable working with both creative teams and data analysts to get campaigns running smoothly. **PMP and Scrum certified**, which helps me keep marketing projects organized and on track.

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## CORE COMPETENCIES

- Paid Advertising (Google Ads, Facebook, LinkedIn)
- Lead Generation & Conversion Optimization
- Campaign Management & Budget Planning
- Marketing Analytics & Reporting
- SEO & SEM Strategy
- Landing Page Development & Testing
- Project Management (Agile/Scrum)
- Team Coordination & Stakeholder Communication

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## PROFESSIONAL EXPERIENCE

### **Deltron Technologies Pvt Ltd,**

Co-Founder & Marketing Manager

**Feb 2017 - Dec 2023**

Oversaw all marketing operations and digital strategy initiatives while managing operational and administrative functions. Built and scaled the marketing department from inception, establishing processes for paid campaigns, vendor management, and budget allocation.

#### **Key Responsibilities:**

- Planned and executed paid advertising campaigns across Google Ads and social media platforms to generate leads and drive business growth
- Managed monthly advertising budgets, working with the finance team to track spending and ensure we stayed within allocated amounts
- Set up and monitored conversion tracking, analyzed campaign performance data, and made adjustments to improve lead quality and reduce cost per acquisition
- Coordinated with design and content teams to create ad creatives and landing pages that matched our campaign goals
- Worked directly with sales team to understand lead quality feedback and adjusted targeting and messaging accordingly
- Used Agile methodology to manage marketing projects, running weekly sprints and keeping

- Stakeholders updated on campaign progress
- Handled relationships with external partners, vendors, and advertising agencies to support marketing initiatives and efficiency

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**S B Electrical,  
Team Leader - Digital Marketing**

**April 2013 - Jan 2017**

Directed the digital marketing team and managed the organization's complete online presence. Accountable for paid advertising strategies, search engine optimization, website administration, and integrated brand communications across all digital platforms.

**Key Responsibilities :**

- Led digital marketing campaigns from planning through execution, focusing on generating qualified leads through paid search and social advertising
- Built and optimized Google Ads campaigns including search, display, and remarketing to reach potential customers at different stages
- Managed website content updates and implemented SEO best practices to improve organic visibility and support paid campaigns
- Created regular performance reports for management showing campaign metrics, lead generation numbers, and budget utilization
- Tested different ad copy, landing page designs, and targeting options to find what worked best for our audience
- Developed brand messaging and communication strategies that aligned with our paid advertising efforts
- Used Google Analytics to track user behavior and identify opportunities to improve conversion rates

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**Magic Software Pvt Ltd,  
Trainee - Software Tester**

**Dec 2012 - Mar 2013**

Gained foundational technical experience in software quality assurance, testing applications and developing an understanding of digital product development and quality control processes.

**Key Responsibilities :**

- Tested software applications, identified bugs, and worked with developers to get issues resolved before product launches
- Created test cases and documented testing processes, which gave me a solid understanding of how marketing technology tools work behind the scenes

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**Volunteer Experience  
Whiteboard Education & Research Foundation**

- **Program Development:** Spearheaded the design and implementation of educational workshops aimed at underprivileged youth, focusing on skill development and digital literacy.
- **Training and Leadership:** Trained and led a team of 20+ volunteers, providing ongoing support and development to ensure high engagement and effective contribution to foundation goals.

- **Monitoring and Evaluation:** Developed and implemented evaluation frameworks to assess program effectiveness, providing detailed reports and feedback to senior management to guide future improvements.

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## **Certifications**

- Project Management Professional (Credential ID : 1203753)
- Professional Scrum Master I (Credential ID : 3912408)
- Global Workforce Skills
- Google Adwords Certification can be provided

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## **Education**

### **Bachelor's Of Technology In Information Technology**

World Institute Of Technology, Gurgaon,  
India  
2008 - 2012

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