# Chetanya Chaudhary

## Performance Marketing Manager

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chetanyachaudhary.com

Performance marketer who owns paid media, tracking and retention together and reports in revenue and cost per booking. Currently running growth for a D2C hydration and lunchware brand across Google, Meta, Amazon and ChatGPT Ads, marketplaces, quick commerce and WhatsApp. Open to full-time roles and select projects.

**3.67x**
Amazon Ads ROAS, ₹58.4L cost, 18 Aug to 18 Sep 2026

**4.36x**
Google Ads conversion value per rupee, 1 to 28 Mar 2026

**₹50L**
a month in paid media, managed for two years

## Experience

### Performance Marketing Manager
2026 to present

Go24Bottles (Placero International)

- Own D2C performance marketing across Google, Meta, Amazon and ChatGPT Ads, tied to the P&L.
- Run B2B campaigns to grow the distributor and retailer network, plus geo-targeted campaigns that drive footfall to partner stores.
- Lead marketplace and quick commerce growth on Amazon, Flipkart, Myntra, Nykaa, CRED, Instamart, Zepto and Blinkit.
- Rebuild product pages and checkout for conversion, add bundles to lift order value and run WhatsApp broadcasts on Bitespeed.
- Own dispatch: Easyecom linked to Shopify and Shiprocket, and Amazon MCF for high ticket products.

### Digital Marketing and Growth Manager
Sep 2025 to 2026

ScriptAI Digital Services

- Led performance marketing for in-house legal-tech products and 16+ external D2C and service clients across finance, FMCG, legal-tech and education.
- Rebuilt GA4, GTM and Meta CAPI tracking through Stape.io and recovered 30 to 40% of unrecorded conversions.
- Restructured the Google Ads account, with results inside a 60 day window.
- Built Looker Studio dashboards for CMO reporting and mentored 4 junior marketers.

### Project Manager
Apr 2024 to Jul 2025

Cluster Innovation Centre, University of Delhi

- Ran operations and a ₹1.5Cr annual budget, including procurement, vendor management and financial documentation.
- Coordinated a 20 member cross-functional team for university initiatives and startup programmes.
- Assessed and mentored startups, ran workshops and built partnerships with industry experts and government bodies.

### Digital Marketing Executive
Apr 2022 to Mar 2024

Best Fare Destinations

- Managed ₹50L a month in paid media across Google Ads and Meta for two years, including RTB and sales coordination.
- Raised lead quality by about 28% with CRM audiences and lookalikes, and cut zero booking RTB placements.
- Launched budget tiered landing pages and a pipeline dashboard connecting ad spend to bookings.

### IT Support Engineer
Mar 2020 to Mar 2022

Info Edge (India) Ltd.

- First line support for software, hardware and network issues, with documented SOPs.
- Supported the technology that ran customer-facing operations across business units.

## Freelance and projects

- **BudgetPe and DigiAid.** Google Ads and Meta lead generation for 16+ clients in finance, FMCG and education, with CRM automation and sales handoff.
- **Shusshh.** Brand, paid media, marketplaces and WhatsApp retention for a D2C brand, built from zero.
- **FixKart.** Product manager for a hyperlocal home services platform in Delhi. Surveyed 180+ users and defined the job assignment, payout, strike and COD logic.

## Skills

**Paid search and shopping.** Search, Performance Max, Shopping, Display and YouTube. Brand and non-brand splits, account level negatives and staged bidding.

**Paid social.** Meta ABO and CBO, catalogue ads, lead gen and Reels. CRM audiences, lookalikes, cost cap bidding and a hook, body and CTA testing frame.

**Tracking and attribution.** GA4 and GTM builds and audits, Meta CAPI through Stape.io and enhanced conversions.

**Reporting.** Looker Studio dashboards fed by Supermetrics: ROAS trend, CPL by channel and spend pacing.

**Retention and CRM.** Klaviyo email flows and WhatsApp automation on Interakt and Bitespeed, with RFM segments and repurchase windows.

**Marketplaces and D2C.** Amazon, Flipkart, Myntra, Nykaa, Blinkit and Zepto setup, feeds, Merchant Center and PDP and checkout CRO on Shopify.

## Education and certifications

B.Com (Hons), University of Delhi, 2017 to 2021. Professional Certificate in Digital Marketing, IIDE, 2025.

25 certifications: Google Ads (9), Meta (6), Analytics and DV360 (5), MarTech and CRM (5).