

# Aniket Biswas

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## PROFESSIONAL SUMMARY

Performance Marketing Manager with 4+ years driving ₹60Cr+ (\$7M+) in client revenue across 25+ brands - Restaurants, D2C, skincare, fashion, FMCG & more. Known for thinking beyond ROAS: evaluating unit economics and full-business profitability to make marketing decisions that hold up commercially. Operates at scale single-handedly via AI-powered workflows, managing 60+ accounts across Google and Meta.

## SKILLS & INTERESTS

**Skills:** Performance Marketing | Google Ads | Meta Ads | Campaign Optimization | ROAS Optimization | CRO | A/B Testing | Conversion Funnel Optimization | Budget Management | Account Management | Lead Generation | Landing Page Optimization | GA4 Analytics | Copywriting | Scriptwriting | Video Sales Letters | Email Marketing | Team Leadership

**AI :** ChatGPT (prompt engineering for copywriting, A/B test variations, email sequences) | Claude (Code, Cowork, MCP connectors for workflow optimization) | Gemini (visual generation for ad creatives) | Marketing Automation (intermediate) | AI design tools (Higgsfield, visual generators for creative production)

## WORK EXPERIENCE

### Scraft Studio

Ahmedabad, Gujarat

Performance Marketing Manager

Apr 2023 - Present

- Sole strategic marketing lead for 25+ brands across 60+ Google and Meta accounts, owning paid media, content strategy, email marketing, CRO, UI direction, and monthly revenue reporting end-to-end.
- Drove ₹60Cr+(\$7M+) in client revenue across career tenure, maintaining profitable ROAS across restaurants, D2C, skincare, fashion, FMCG, and service verticals.
- Scaled a D2C pet products brand from ₹7-8L/month to ₹45L/month in under 5 months through full-funnel restructuring, including paid media overhaul, landing page optimization, and conversion-focused funnel strategy.
- Managed \$25,000+/month in ad spend profitably across Google Ads and Meta Ads as the sole strategic decision-maker, handling campaign architecture, audience strategy, bidding, and creative direction across every account.
- Led a cross-functional team of 4-5 performance marketers, 2 designers, and 2 web developers, driving collaboration across divisions to ensure seamless, on-time delivery across all client accounts.
- Built AI-powered marketing workflows using ChatGPT, Claude, and Gemini - automating ad copywriting, performance audits, reporting, and production-ready static ad creative generation across 60+ accounts.
- Evaluated client business health beyond ROAS - analysing unit economics, margins, and profitability to ensure marketing spend was commercially sustainable for the entire business, not just the ads dashboard.
- Managed performance campaigns for 9+ restaurant brands including leading national and international chains, across dine-in, banquet, and catering verticals.

### Top Content Consulting (Freelance)

Detroit, MI

Marketing & Lead Generation Specialist (Remote)

Aug 2022 - Feb 2023

- Generated 53 qualified seller leads at a 10%+ conversion rate through strategic Google Ads campaigns and high-converting landing pages, at a total ad spend of \$5,400.

### Freelance Marketing Clients (Remote)

Freelance Digital Marketing Consultant

Aug 2020 - Feb 2023

- Generated warm inbound leads for a San Diego-based mobile detailing business via Google Ads, achieving a 40%+ conversion rate and consistently filling the appointment calendar.
- Managed social media and YouTube presence for a 6-figure dropshipping business owner, driving qualified leads through direct-response copywriting and YouTube SEO optimization.
- Created high-converting video ad creatives for e-commerce brands suitable for Facebook, Instagram, and TikTok; conducted product research leveraging trend data, seasonality, and platform analytics.
- Produced long-form finance video content for a YouTube creator, achieving 30%+ average view duration through strategic engagement and viewer retention techniques

## EDUCATION

Chandigarh University, Mohali, Punjab

Mohali, Punjab

Bachelor's In Business Administration (Hons.) In Digital Marketing (CGPA: 8.17)

Graduation Date: Jul 2024