

Vinit Joshi

Google Certified AI-Powered Growth Marketer | Performance Marketing, Automation & Analytics

Creative and data-driven Google Certified growth marketer with 6 + years of experience running performance campaigns, building CRM automation systems, and applying analytics to optimize marketing outcomes across finance, education, and wellness sectors. Skilled in Meta Ads, LinkedIn Ads, and marketing automation platforms. Currently pursuing a PG Diploma in Data Science to integrate predictive analytics and machine learning into growth strategy.

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Blog: <https://damabytes.com/>

Portfolio:

<https://vinetpfolio.damabytes.com/>

Google Certified:

[Google Analytics Certification](#)

EXPERIENCE

Our Make Web Media, Pune, MH **Digital Marketing Manager**

Jul 2026 – Present

- Led end-to-end digital marketing strategy and execution across multiple client accounts, aligning campaigns with business growth objectives.
- Managed performance marketing campaigns across Meta, Google, and LinkedIn, driving lead generation, customer acquisition, and revenue growth.
- Reported directly to the CEO, providing strategic recommendations, performance insights, and executive-level marketing dashboards.
- Developed audience targeting, A/B testing, and conversion rate optimization (CRO) frameworks to improve campaign efficiency and ROI.
- Collaborated with content, design, and operations teams to ensure seamless campaign execution and scalable marketing processes.
- Achieved 26.6x ROAS and 2,566% ROI by generating ₹80K+ revenue from a ₹3K Meta Ads campaign within 48 hours, leading to sold-out workshop batches and additional sessions due to excess demand.

Maxsource Technologies, New York City, NY **Digital Marketing Executive**

Jul 2024 – Mar 2026

- Managed Meta and LinkedIn advertising campaigns for U.S. finance clients with \$750+ monthly budgets, improving click-through rates by 18% through audience segmentation and creative testing.
- Automated CRM workflows in GoHighLevel, saving 6+ hours weekly, boosting re-engagement by 25%.
- Performed SEO audits, audience targeting, and R-based performance analysis for campaign optimization.

SKILLS

Marketing & Growth

Performance marketing
Meta Ads
LinkedIn Ads
SEO and conversion optimization
Marketing funnels

Analytics & Data

Google Analytics
Looker Studio
Excel and Google Sheets
R programming
Python basics
SQL basics

Automation & Tools

GoHighLevel
Zapier
CRM automation
Email marketing workflows

AI Tools

ChatGPT
Copilot
Gemini
Midjourney

Creative & Design

Canva, Photoshop, Illustrator,
CapCut, Stable Diffusion

- Built dashboards in Looker Studio to track ROI and conversion rates across ad funnels.
- Collaborated with content and design teams to develop AI-enhanced creatives and blog strategies.
- Ran A/B testing campaigns on Reddit Ads
- Built a Copilot-powered AI agent to automatically gather funding announcements and finance hiring signals, reducing manual prospect research time by 5 hours per week.

Boston Institute of Analytics-Yerawada Campus, Pune, MH

Digital Marketing Executive

Feb 2024 - Jul 2024

- Managed ₹1L/month Facebook Ads budget and improved lead quality while cutting CPL by 22%, and increasing ROAS 5x
- Designed retargeting and Lookalike campaigns to enhance conversion performance.
- Scraped and segmented competitor data from Google Maps & WhatsApp for B2B targeting.
- Deployed automated WhatsApp workflows and AI tools (FX, Stable Diffusion, MoonValley) for ad creatives.
- Reported campaign KPIs weekly using Google Sheets and Looker Studio dashboards.

Urbanfit Wellness, Pune, MH

Digital Marketing Executive

Apr 2022 -Feb 2024

- Managed social media and e-commerce campaigns, increasing engagement by 40%.
- Optimized SEO and product listings, boosting organic traffic by 25%.
- Produced and managed ad creatives using Canva, Photoshop & CapCut, increasing campaign engagement.
- Enhanced local visibility via Google My Business optimization and review campaigns.
- Streamlined promotion workflow, reducing turnaround time by 20%.

Orion Digital, Pune, MH

Digital Marketing Executive

Sept 2021 -Nov 2021

- Managed social media accounts for Blue Ring Investors, a multifamily client in the US, and optimized Real Estate Investing Lead Magnets for Campaigns
- Built automated email campaigns, including newsletters, etc., for a multifamily investing client using ActiveCampaign and Klaviyo
- Created abandoned cart and welcome email sequences
- Performed conversion rate optimization for an e-commerce website
- Generated weekly performance reports for Facebook Ads and Google Ads for Multifamily Investing, Healthcare, and E-commerce Clients

EDUCATION

Symbiosis Centre of Distance Learning

Post-Graduation Diploma in Data Science

January 2024-Present

Pune, MH

Haribhai V Desai College

Bachelor's in Computer Science

2016 to 2020

Pune, MH

Projects

Marketing Attribution w/ Data Science

Developed Markov & Shapley models to attribute ad conversions across channels using Python & R.

Sept 2025

IntelliConnect Technologies, Mumbai, MH

Email Marketing Internship

May 2021 –Sep 2021

- Generated 40+ daily B2B leads using LinkedIn Sales Navigator and prospecting tools. Built cold email sequences and automated campaigns using Lemlist and Woodpeckers, achieving 6-7% open rates and 2-3 %CTR.

101 Logix, Mumbai, MH

Content & Technical Writer

Apr 2020 –Sep 2020

- Written Keyword-Rich Blogposts for the company website

Weblytiks Marketing, Pune, MH

Social Media Executive

Dec 2019 –May 2020

- Ran Paid Campaigns for a well-known real estate brand in India using Google Search Campaigns
- Managed client social media accounts and coordinated with designers and developers for campaign execution.

FREELANCE EXPERIENCE

- Set up and Optimized Meta Ads Lead Generation Campaigns for Real Estate Plots and property developers like Shreenath Developers in Maharashtra, with around 25%-30% leads showing genuine interest; calling was handled by the sales team. I provided scripts
- Managed Social Media and Lead Generation for Real Estate Channel Partner Swastik Homes in Maharashtra, using organic methods like Real Estate Listing sites, etc
- Managed client social media accounts and coordinated with designers and