HARSH CHANDRAKANT DAVE

Performance Marketing Manager | Google Ads · Meta Ads · Paid Media Strategy

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Award-winning performance marketer with 5+ years across Google and Meta, currently owning a **₹35 Cr annual paid media budget** at TATA AIG. Turned a loss-making acquisition account profitable by cutting COA% from 250–300% to 80–90%. Known for a test-and-learn approach, tight budget control, and linking every rupee of spend to business outcomes.

AWARDS & RECOGNITION

★ **TATA AIG Champions of Champions — Winner, Best Digital Marketing Manager** · 2026
Company-wide honour recognising top performers across TATA AIG.

★ **Accelerate with Google — Winner** · 2026
Selected by Google for a fully funded visit to Google Headquarters, Mountain View, California.

WORK EXPERIENCE

TATA AIG General Insurance · Mumbai — Oct 2024 – Present
Marketing Manager – eBusiness

- Own a **₹35 Cr annual paid media budget** across Google Ads, Meta, affiliates and impact-based campaigns, optimising for ROI, acquisition cost and brand impact.
- Turned around a loss-making performance account, reducing **COA% from 250–300% to 80–90%** and making campaigns profitable and scalable.
- Negotiated non-compete bidding agreements with key competitors, **significantly lowering search CPCs**.
- Overhauled contact-centre operations by onboarding two new partners and testing inbound/outbound flows, driving a marked lift in lead-to-sale conversion.
- Lead experimentation across audiences, ad formats and bidding models on Meta and Google; introduced monthly media planning for the paid media team.
- Present performance insights to senior leadership and partner with creative, analytics and compliance teams to run full-funnel, on-brand campaigns.

Mediabrands (IPG) · Mumbai — Mar 2023 – Oct 2024
Paid Search & Social Executive – Johnson & Johnson

- Managed Google Ads and Meta campaigns across **42 J&J accounts** and multiple product lines with a ~$350K search budget.
- **Cut CPC by 30%+** through ad copy testing — headline pinning, ad extensions and URL relevance.
- Delivered weekly pacing, performance and conversion reporting using Google Ads Editor, SA360 and Looker Studio.

ReachLocal (USA TODAY Network) · Mumbai — Sep 2021 – Mar 2023
Search Engine Marketing Analyst

- Ran paid search on Google and Microsoft (Bing/Yahoo) Ads for US & Canada local businesses, with **~$450K in monthly spend**.
- Restructured ~130 underperforming campaigns a month — keywords, ad copy, bids, targeting and landing pages — to reduce advertiser churn.
- Built new campaigns end to end and managed budgets, forecasting and spend reconciliation.

FREELANCE PROJECTS

Web Developer & Marketing Associate — Niche Hotels (niche-hotels.com) & Credence Business Consultants, London, UK · Apr 2025 – Present

- Built and rebuilt both websites (HTML, CSS, JavaScript), including UX, copy and lead-capture flows.
- Ran SEO, paid media and analytics setup to drive qualified leads for UK clients.

SKILLS & CERTIFICATIONS

Platforms: Google Ads, Meta Ads, Amazon Ads, SA360, Google Ads Editor, GA4, Adobe Analytics, Search Console, GTM, Looker Studio

Expertise: Performance marketing, media planning, budget pacing, bidding strategy, CRO, A/B testing, SEO, reporting · HTML/CSS/JS, Photoshop

Certifications: Google Ads (Search), Google Analytics, Meta, Amazon Advertising, SEO

EDUCATION & EARLY CAREER

Bachelor of Management Studies (Marketing) — Niranjana Majithia College, Mumbai · 2021 · GPA 8.04

Data Analyst & Research Intern, Neo Kinetic Services (2021) · **Bank Teller**, Mumbai District Central Co-op Bank (2019–20)