

RAKESH MITTAPELLY

PERFORMANCE & GROWTH MARKETING LEADER

Mumbai, India | +91 85 30 86 3999 | rakeshdigital88@gmail.com | Open to Leadership Role

EXECUTIVE PROFILE

Performance and growth marketing leader with 12+ years of experience owning paid-media strategy, planning, implementation, optimization, measurement, and stakeholder reporting across India, UAE/MENA, Australia, USA, UK, Canada, Qatar, and Singapore. Managed monthly media investments up to ₹12 crore and a 12+ member team across agency, platform, and brand environments. Brings deep expertise in acquisition, lead generation, D2C growth, revenue and ROAS optimization, marketing analytics, and multi-market campaign leadership across BFSI, Real Estate, EdTech, FMCG, E-commerce, Technology, Automotive, Healthcare, and Travel.

SELECTED CAREER IMPACT

- 75% CPS reduction:** Cut in-app Cost Per Sale from ₹10,000 to ₹2,500 while tripling sales on 20% of the original budget.
- 220% incremental Search-sales growth:** Reduced Search CPS from ₹12,000 to ₹3,500 through ongoing analysis and optimization.
- AUD 7M–8.5M revenue:** Generated over 12 months for an Australia-based brand, increasing profit by 50% at an ROI index of 150.
- Lead-quality transformation:** Raised EdTech quality-lead rates from 9% to 28% on Meta, 14.5% to 32.5% on Google, and 17% to 38.2% on LinkedIn.
- ₹10–12 crore monthly media ownership:** Led performance programs for brands including FNP Global, Sharekhan, Espresso, Altigreen, and Paytm Money.
- 12+ member team and 15+ accounts:** Led delivery at iProspect and contributed to 80% of major sales pitches across multiple industries.

LEADERSHIP & GROWTH CAPABILITIES

Growth & Business Ownership

Acquisition strategy; full-funnel planning; revenue, profit, CAC/CPA/CPL/CPS and ROAS optimization; forecasting

People & Stakeholders

Team leadership; distributed collaboration; client advisory; executive reporting; cross-functional creative and media partnership

Media Leadership

Large-budget governance; Google, Meta, LinkedIn, TikTok, Microsoft, Quora, Reddit; DV360 programmatic

Markets & Operating Models

India; UAE/MENA; Australia; USA; UK; Canada; Qatar; Singapore; remote and distributed teams

Measurement & Optimization

GA4; GTM; Meta Pixel; CAPI; Enhanced Conversions; CRM integration; Adobe Analytics; testing and attribution

Sector Experience

BFSI; Real Estate; EdTech; D2C/E-commerce; FMCG/Beauty; Technology; Auto/EV; Healthcare; Travel

PROFESSIONAL EXPERIENCE

Fractional Performance & Growth Marketing Leader

May 2024 – Jul 2026

Concurrent part-time, remote leadership and consulting engagements

Head of Performance Marketing | Mélange Digital

May 2024 – Jul 2026

Part-time, Remote | Monthly budget: ₹50–75 lakh | Markets: India & UAE | D2C and lead generation

- Owned end-to-end performance marketing across Meta, Google, LinkedIn, Quora, Reddit, and Microsoft Ads, managing ₹10–50 lakh per client per month.
- Led customer acquisition, revenue growth, and ROAS optimization for D2C brands including Healthy Mithai, ChocolateX, and Healing Pharma.
- Directed UAE lead-generation programs across Real Estate, Healthcare, Education, Dental, Salons, Battery Replacement, Self-Drive Car Rental, and Driving Schools.
- Strengthened measurement through GA4, GTM, Meta Pixel, CAPI, Enhanced Conversions, and CRM integrations; improved CPA, CPL, and ROAS through audience, creative, bid, and landing-page testing.

Head of Performance Marketing | Span Media Communications Limited

Sep 2024 – Jan 2026

Part-time, Remote | Performance marketing leadership | Real Estate and Automotive

- Led a performance marketing team of 6–8 people, coordinating campaign planning, implementation, optimization, and reporting.
- Owned end-to-end performance marketing delivery across client mandates, including Real Estate and Automotive accounts.
- Contributed performance strategy and channel planning to new-business pitches.

PROFESSIONAL EXPERIENCE — CONTINUED

Senior Performance Marketing Consultant | CloudThat

May 2024 – Jan 2025

Part-time, Remote | Monthly budget: ₹30 lakh | Google Ads and Meta Ads

- Managed ₹30 lakh in monthly Google and Meta media investment across strategy, planning, implementation, optimization, and reporting.
- Owned end-to-end performance management, translating campaign results into ongoing optimization priorities and stakeholder reporting.

Performance Marketing Lead | BC Web Wise

Sep 2023 – May 2024

Full time, Remote | Monthly budget: ₹5–6 crore | Markets: India, USA & UK | B2B and B2C lead generation

- Led multi-channel paid media for Real Estate and EdTech clients across Meta, Google, LinkedIn, Quora, Reddit, and Microsoft Ads; Real Estate ticket sizes ranged from ₹3 lakh to ₹3–5 crore per unit.
- Increased Real Estate quality-lead rate on Meta from 5.25% to 11.32% and achieved 9.86% on Google Ads.
- Improved EdTech lead quality from 9% to 28% on Meta, 14.5% to 32.5% on Google, and 17% to 38.2% on LinkedIn.
- Owned weekly and monthly performance reporting, converting campaign data into recommendations for creative and media teams.

Performance Marketing Lead | Pinstorm Technologies

Oct 2021 – Jun 2023

Remote | UAE, Qatar, Singapore & India | Monthly budget: ₹10–12 crore | FNP Global, Sharekhan, Espresso, Altigreen, Paytm Money

- Cut in-app CPS from ₹10,000 to ₹2,500 (75%) and increased sales 3x while using 20% of the original budget.
- Delivered 220% incremental Search-sales growth and reduced Search CPS from ₹12,000 to ₹3,500 through analysis and optimization.
- Reduced Meta CPS from ₹16,000 to ₹4,500 through audience refinement, creative testing, and bid-strategy optimization sustained across multiple cycles.

Performance Marketing Lead | Trainalta.com

Jun 2021 – May 2022

Remote — Australia | Markets: Australia, KSA, USA, UK & Canada | Budget: AUD 4.5M–5.5M (~₹45–50 crore)

- Owned integrated growth programs across Google Search, SEO, Meta, Twitter, Quora, LinkedIn, and DV360, coordinating remotely across five markets.
- Generated AUD 7M–8.5M in revenue over 12 months, increased profit by 50%, and achieved an ROI index of 150.
- Built a channel mix in which organic contributed 20–25% of sales and direct traffic contributed 10–15%; reported monthly to distributed stakeholders.

Agency Lead – Global Business Solutions | ByteDance (TikTok)

Nov 2019 – Jun 2021

India, USA, UK & UAE | Agency onboarding and global SMB growth

- Led TikTok agency-client onboarding across India's West region and designed frameworks supporting strategic media adoption.
- Supported the global SMB initiative across the USA, UK, Australia, Canada, and MENAT, helping clients plan campaigns against revenue goals.
- Published global case studies on TikTok ad-format performance, contributing to internal thought leadership.

PROFESSIONAL EXPERIENCE — CONTINUED

Paid Media Strategist | iProspect (Dentsu International)

Sep 2017 – Oct 2019

15+ brands | BFSI, Real Estate, Automotive, Home Appliances & Travel

- Led a 12+ member team managing 15+ accounts and consistently exceeding campaign targets.
- Advised senior client leaders on digital strategy and marketing automation, translating performance data into clear business recommendations.
- Contributed to 80% of major sales pitches with tailored strategies across Real Estate, BFSI, Travel, Automotive, FMCG, and IT.

Manager – Paid Media | Performics India (Publicis Media)

Oct 2016 – Sep 2017

Monthly budget: ₹4–5 crore | BFSI

- Planned and optimized large-scale BFSI investments, using keyword research and programmatic forecasting to maximize ROI.
- Conducted market research and trend analysis to shape client strategy and campaign direction.

PROFESSIONAL EXPERIENCE — CONTINUED

Business Executive & Business Manager | MediaCom / Essence Mediacom India (GroupM)

Apr 2013 – Sep 2016

Promoted to Business Manager in 2015 | P&G portfolio

- Owned end-to-end digital campaigns and annual budgets across Google Ads, YouTube, Facebook, and programmatic platforms for multiple P&G brands.
- Negotiated cost-saving vendor and publisher agreements, improving budget utilization without sacrificing campaign impact.
- Led performance reviews and reporting for senior client stakeholders, translating data into actionable recommendations.

SELECTED CLIENT & INDUSTRY PORTFOLIO

- **E-commerce & D2C:** FNP Global (UAE, Qatar, Singapore); Ganga Fashion; Healthy Mithai; ChocolateX; Healing Pharma
- **Real Estate:** Lodha; Rustomjee; Omkar; Shapoorji Pallonji; Godrej Properties
- **BFSI:** ICICI Prudential & Securities; Kotak 811; DSP BlackRock; PNB MetLife; Reliance General Insurance; Sharekhan; Espresso; Paytm Money
- **EdTech:** AAFT Delhi & Raipur; CloudThat Technologies; Analytics Vidhya
- **FMCG & Beauty:** P&G portfolio: Ariel, Tide, Pampers, Whisper, Vicks, Gillette, Head & Shoulders, Pantene, Oral-B, Olay, Ambi Pur, Old Spice; Revlon India
- **Technology, Auto, Health & Travel:** Samsung Mobile (Global); Bosch Home Appliances; Jaguar & Land Rover; Altigreen; Sun Pharma (Revital) — UAE; Thomas Cook

PLATFORMS, ANALYTICS & MEASUREMENT

Paid Media: Google Ads (Search, Performance Max, Demand Gen, Display, Shopping, Video), Meta Ads, LinkedIn Ads, TikTok Ads, Microsoft Ads, Quora, Reddit, DV360 | **Measurement:** GA4, Google Tag Manager, Meta Pixel, CAPI, Enhanced Conversions, CRM integrations, Adobe Analytics, Kenshoo, Marin

EDUCATION

MBA, Osmania University — Finance & E-commerce | 2012 | First Class

B.Sc, Mumbai University — Biotechnology | 2008 | Second Class

HSC, Board of Intermediate, Hyderabad — Mathematics, Physics & Chemistry | 2005 | First Class

SSC, Board of Secondary Education, Hyderabad — Mathematics, Physics & Chemistry | 2003 | First Class