

Prince Sharma

Senior Performance Marketing Manager — Global Growth & Paid Media Strategist — The India–International Bridge

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PROFESSIONAL SUMMARY

Senior Performance Marketing Manager with 7+ years leading paid acquisition across Google Ads, Meta, YouTube, and Microsoft Advertising for consumer and B2B brands in India and international markets. Track record includes generating **1.16M+ user registrations** and reducing customer acquisition cost by **66% (\$56 to \$19)** through systematic testing and bid optimization, managing up to **US\$80K+/month** across Google, Meta, and LinkedIn Ads. Leads a team of 6 in current role, reporting directly to HQ management in Japan. Operates as a "Bridge" strategist — helping international companies navigate India's market complexity, and helping India-based or global brands scale internationally through local-language, all-timezone execution. Google Ads Search and GA4 Certified.

CORE COMPETENCIES

Paid Channels: Google Ads (Search Certified), Meta Ads, YouTube Ads, Microsoft Advertising, LinkedIn Ads, TikTok Ads, Performance Max

Analytics & Optimization: GA4, Google Tag Manager, Looker Studio, A/B Testing, CRO, CAC/CPA/CPL Reduction, ROAS Optimization, Meta Conversion API, UTM Tracking, Revenue Attribution

Strategy & Growth: Full-Funnel Acquisition Strategy, Demand Generation, Market Entry & Localization (India, MENA, SEA), Multi-Market Campaign Execution, Customer Acquisition, Funnel Optimization

Cross-Functional & AI: Budget Management, Executive Reporting, Product-Marketing Alignment, Cross-Country Team Collaboration; AI-assisted campaign optimization, reporting automation, and creative ideation using ChatGPT, Gemini, Claude, and Perplexity

KEY ACHIEVEMENTS

- Generated 1.16M+ user registrations, including a record 85,000 in a single month.
- Engineered a 66% CAC reduction (\$56 → \$19) over 6 months while scaling registration volume 15x.
- Delivered a 5.06% average conversion rate at a \$3.79 average CPC across 5.97M+ clicks and 156M+ impressions on major paid campaigns (2022–2024 aggregate).
- Drove a 290% increase in lead conversion rates through systematic Google Ads/Meta A/B testing.
- Architected a 4.4x improvement in user retention through behavioural funnel analysis.
- Built GA4 + Looker Studio executive dashboards for board-level reporting.

PROFESSIONAL EXPERIENCE

Product Manager (Digital Marketing) — Rakuten Insight

Jun 2024 – Present

- Own product-growth strategy for the India market, aligning performance marketing execution with product roadmap decisions across cross-functional, cross-country teams.
- Reporting directly to HQ management in Japan on acquisition performance and market expansion planning.
- Generated 1.16M+ registrations and owned acquisition strategy and performance optimization.
- Led cross-functional growth initiatives with Japan HQ, improving user retention 4.4x by combining behavioural funnel analysis with iterative product changes.

Digital Marketing Specialist — Yiaannis Consultancy Inc.

Mar 2022 – Apr 2024

- Reduced CAC from \$56 to \$19 (-66%) over 6 months while scaling to a monthly record of 85,000 registrations.
- Managed up to US\$80K+/month in paid media spend across Google, Meta & Microsoft Bing Ads.
- Ran structured A/B testing programs across creative, audience, and bidding strategy, lifting lead conversion rates by 290%.
- Built GA4 and Looker Studio dashboards reporting campaign performance to executive stakeholders.

Digital Marketing Specialist (Freelance) — Confidential Automotive Brand

May 2023 – Dec 2023

- Ran premium-audience targeting and lead-generation campaigns for a global automotive brand's India market (concurrent freelance project alongside Yiaannis).

Subject Matter Expert — Smart Air Fare

May 2019 – Feb 2022

- Analyzed market intent and optimized conversion workflows for a travel/booking business.

EDUCATION

Sharda University — Bachelor of Business Administration (BBA)

Specialization: Banking & Finance and International Business

CERTIFICATIONS & LANGUAGES

- Google Ads Search Certification (2026)
- Google Ads Display Certification, Skillshop (2026–2027)
- Google Ads Apps Certification, Skillshop (2026–2027)
- Google Analytics Certification (GA4) (2026)
- AI-Powered Performance Ads Certification, Skillshop (2026–2027)
- Microsoft Advertising Search Certification (2026–2027)
- HubSpot Digital Marketing Certified