

Masood Shaik

Digital Marketer – Growth & ROI Optimization



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Professional Summary

Data-driven digital marketer with a proven ability to grow brands and optimise return on investment. I blend creativity and analytics to design targeted marketing initiatives that deliver measurable results. Experienced in affiliate marketing, influencer marketing, app marketing and content strategy, with a track record of driving performance and brand growth across multiple verticals.

Professional Experience

AdCandid

Performance Marketer November 2024 – Present

- Drive growth through smart affiliate strategies, turning clicks into conversions and partnerships into profit.
- Lead performance marketing, app marketing and content strategy across multiple clients; plan and execute data-driven campaigns to maximise return on ad spend.
- Structured the marketing operations for a food-delivery start-up and launched campaigns on Swiggy and Zomato, driving early sales traction.
- Manage creative ideation and production, overseeing video and graphic assets for a gaming app and other clients.
- Collaborate with cross-functional teams (design, analytics, content) to deliver integrated campaigns that scale effectively.

Keyator

Manager of Influencer Marketing Dec 2023 – Aug 2024

- Strategised and executed influencer marketing campaigns for multiple brands while managing social-media activities.
- Built strategic partnerships and tailored collaborations that aligned influencers with brand objectives; negotiated contracts and managed relationships end-to-end.
- Tracked performance and generated data-driven insights to drive continuous growth; collaborated with brands such as MRF, Fossil, Royal Oak, Fortune and Brita.

Mintage® MarkComm

Digital Marketing Executive Oct 2022 – Dec 2023

- Created and optimised Facebook and Google ad campaigns, improving account structure, bidding and ad creative.
- Installed Meta pixel and custom events via Google Tag Manager; built custom, look-alike and saved audiences for targeted campaigns.
- Conducted A/B testing and retargeting; performed keyword research, negative keyword grouping and audience segmentation (affinity, in-market, demographic).
- Executed on-page and off-page SEO activities and performed SEO audits to improve organic visibility

StarAgile

Internship – Jan 2023 – Apr 2023

- Created Ad Campaign, AdSet and Ads for Fb and Google
- Drive new ideas and processes to improve performance of SEM campaigns including account structure, bid strategy, ad copy, and keyword expansion Set up and Installed fb Pixel on website manually and created Events with the help of Google Tag Manager.

EDUCATION

Yogi Vemana University

BBA (Marketing) 2019 – 2022

Digital Academy 360

Digital Marketing & Analytics –

Post Graduate Program –2022 – 2023

Certifications & Tools

- Google Ads Search & Display Certification
- Meta Certified Media Buying Professional
- HubSpot Inbound Marketing Certification
- Tools: Meta Ads Manager, Google Ads & Analytics, Google Tag Manager, Canva, Adobe Creative Suite, Tableau

Key Projects & Achievements

- Affiliate & App Growth: Increased lead conversions by 45 % and reduced acquisition cost by 20 % through data-driven affiliate and app-marketing strategies.
- Food-Delivery Start-Up Launch: Structured marketing operations and executed launch campaigns on Swiggy and Zomato, driving early sales and brand awareness for a new food-industry entrant.
- Influencer Campaigns: Built and executed influencer collaborations with national and regional creators, resulting in significant reach and engagement uplift.
- Gaming App Creatives: Produced short-form video content and in-app assets for a gaming app, contributing to a 5× increase in installs within three months.