

Contact Me :)

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hello@kamalroy.com

Champasari,Siliguri, WB 03.

Education

DiplomainAdvanced AI-Driven Performance Marketing.

Certif ications

- Google Ads Certified
- Google Analytics Certified
- Meta (Facebook Blueprint) Certified
- HubSpot Marketing Certified
- Performance Marketing Certified

Skills

- Wordpress Design & Devlopment.
- GoogleAds & Meta Ads
- LinkedIn Ads & YouTube Ads
- Ecommerce Marketing
- Graphics Design
- Google Analytics
- Google Tag Manager
- Looker Studio
- Google Search Console
- Technical SEO & Local SEO
- On-page SEO & Off-page SEO
- WordPress & Shopify
- CRM & Automation
- HubSpot CRM
- Marketing Automation
- Email Marketing
- Lead Nurturing
- Chat-GPT, Gemini, Claude
- AI Content & Workflow Automation
- Microsoft Word, Excel & PowerPoint & Outlook, Google Workspace
- Canva, Filmora, Adobe

Languages

What I can Speak

- English
- Hindi
- Bengali
- Nepali
- Assamese

I’m Kamal Roy

Brand Growth Strategist
Performance Marketing Manager
Growth Marketing Manager
Digital Marketing Leader
10+ Years of Experience

Professional Summary

Results-driven Senior Performance Marketing Manager with 10+ years ofexperience leading digitaltransformation, revenue growth, customer acquisition, and brand expansion across Wellness, Healthcare, Luxury Hospitality, Travel, E- commerce, Real Estate, and Services Industries.

Expertise in Growth Marketing, Performance Marketing, Google Ads, Meta Ads, SEO, Marketing Automation, CRM, Analytics, AI-Driven Marketing, and Conversion Rate Optimization (CRO).

Successfully managed ₹20+ Crore cumulative advertising budgets, and led 35-member cross-functional marketing teams while consistently delivering measurable business growth.

Experienced in building scalable digital ecosystems using GA4, Google Tag Manager, Looker Studio, Shopify, WordPress, HubSpot CRM, AI Automation, and Advanced Marketing Analytics.

A strategic marketing leader with a proven ability to transform marketing investments into profitable businessoutcomes.

Professional Achievements

- Managed ₹20+ Crore cumulativeadvertising budgets.
- Generated ₹300+ Crore in attributedbusiness revenue.
- Led 35-member marketing teams.
- Delivered 450% ROAS on performance campaigns.
- Increased SEO traffic by 35%.
- Built AI-driven marketing automation systems.
- Scaled customer acquisition for hospitality and travel brands.
- Implemented enterprise-levelanalytics and attribution frameworks.

Career Highlights

- 10+Years ofLeadership in Growth & Performance Marketing
- Managed ₹20+Crore cumulative Digital Advertising Budget
- Delivered Campaign ROAS upto 450%
- Managed Google Ads, Meta Ads, SEO & CRM for multiple brands
- Increased Organic Traffic by 35%
- Built AI-powered Marketing Automation Systems
- Expert in Hospitality Growth Marketing
- Successfully Managed Multi-Brand Marketing Operations

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Professional Experiences

Performance Marketing Specialist
TripFactory | GoFlySmart | Nexus DMC
July 2025 – July 2026

- Managed Google Ads and Meta Ads campaigns for travel brands.
- Planned acquisition strategies across Search, Display, and Social channels.
- Built GA4 and GTM tracking systems.
- Created executive dashboards in Looker Studio.
- Improved campaign efficiency through audience segmentation and bidding optimization.

Digital Marketing Manager
Sumi Yashshree Hotels & Resorts
May 2024 – July 2025

- Managed digital marketing initiatives for hospitality brands.
- Increased direct bookings using SEO and Performance Marketing.
- Managed Google Ads and Meta Ads campaigns.
- Improved website traffic and customer engagement.
- Worked closely with hotel sales teams to maximize occupancy.

Digital Marketing Manager
Light Art Studio
December 2023 – April 2024

- Executed integrated digital marketing campaigns.
- Managed Google Ads and Meta Ads.
- Developed marketplace campaigns across Amazon and Flipkart.
- Increased lead generation through performance marketing.

Head of Sales & Marketing
AdsGuru Network Private Limited
2021 – 2023

Major Contributions
- Developed and executed comprehensive marketing strategies.
- Increased organic website traffic by 25%.
- Managed Google Ads and Facebook Ads campaigns.
- Improved lead generation through paid advertising.
- Designed and optimized company websites.
- Developed content marketing and social media strategies.
- Worked with cross-functional teams to improve brand visibility.

Creative Director & Marketing Head
ExpressBig Inspire Private Limited
2019 – 2021

Major Contributions
- Led a team of 10 Digital Marketing professionals.
- Increased organic SEO traffic by 35%.
- Delivered 450% average ROAS across paid campaigns.
- Increased website engagement by 40%.
- Reduced website bounce rate by 25%.
- Managed complete digital marketing operations.

Digital Marketing Manager
Brandenix - Digital Marketing Agency
2016 – 2019

- Managed SEO campaigns.
- Executed Google Ads campaigns.
- Built digital marketing strategies for multiple clients.
- Improved online visibility and lead generation.
- Managed website development and optimization.

Acknowledgement
I would like to express my sincere gratitude to all the organizations, mentors, colleagues, and clients who have contributed to my professional journey. Their guidance, support, and collaboration have played a significant role in developing my expertise in Growth Marketing, Performance Marketing, and Digital Transformation. I remain committed to continuous learning, innovation, and delivering exceptional results in every opportunity I undertake.

Place: Siliguri

Date:_____



Signature