

KUSHAL KUKKAR

SEM EXPERT | PAID MEDIA CHANNEL MANAGER

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SUMMARY

Experienced Performance Marketing Specialist based in Dubai with over 4.5+ years of expertise in **Paid Search/Social** and Paid Media management across UAE & international markets. Proven track record in Executing, optimizing high-budget campaigns over AED 7M*+ monthly spends, improving ROI, and enhancing lead quality. Proficient in Google Ads, Analytics tools & platforms like SA360, Meta Ads, and other major platforms. Skilled in cross-functional collaboration and market expansion strategies. Actively seeking new opportunities to leverage my skills in delivering data-driven marketing solutions and driving business growth.

WORK EXPERIENCE

SENIOR SEM EXECUTIVE | CHANNEL MANAGER

Damac Group, Dubai

(March'24 - Present)

- Overseeing all aspects of operational, **Executorial** (Campaign Setup, Optimization & daily reviews), strategic management for **DAMAC Properties' paid search** accounts including Paid Search, Pmax and Demand gen campaigns, both across the UAE and other 41 countries worldwide.
- Execute and optimize paid social campaigns across platforms : TikTok, Snapchat, Twitter, LinkedIn, and Meta.
- Proficient in collaborating with agencies and managing, refining strategies, and achieving business objectives for Yandex (Russian Markets, Russian Speakers) and the Chinese markets.
- Budget allocation across high-performing markets and channels with an **average monthly spend of AED 7M+**, consistently maintaining a COS below 3%. Enhanced lead quality by 10% over time through strategic optimization of landing pages and conversion rate optimization (CRO).
- Leveraged data visualization tools such as Google Data Studio and Microsoft Power BI to analyze key performance indicators (KPIs) and inform strategic decisions, ensuring effective budget utilization to drive sales growth.

SENIOR SEM ASSOCIATE (PROMOTED)

Chegg

(Oct' 2023 - March '24)

- Promoted to Senior Associate in recognition of my expertise, effective stakeholder management, and outstanding performance, including a 15% reduction in CAC for iOS devices and successful expansion through GTM strategy.

SEM ASSOCIATE

Chegg

(July '2022 - Sept '2023)

- Spearheaded the end-to-end execution of paid advertising campaigns - web and App marketing, achieving a 10% quarter-over-quarter increase in signups.
- Manage budgets, monitor performance, set up and optimize campaigns, and implement new initiatives. Conduct research to enhance knowledge of niche markets and go-to-market strategies.
- Directed the market expansion for the ASA platform, capitalizing on the higher AOV for iOS users.
- Work with Designers, ASO, Localization, Copy teams, and UK stakeholders to create comprehensive marketing strategies for Busuu Business unit.
- Manage €10M+ annual budgets across Google Ads, SA360, Bing Ads, and Apple Search Ads. Skilled in App Tweak, Adjust, SKAI, Google Analytics, and Tableau.

ACCOUNT EXECUTIVE | PAID SEARCH & PAID SOCIAL

Interactive Avenues (AKA. Reprise Digital) | Interpublic Group

(March '2021 - July '2022)

- Account ownership for international clients primarily Malaysia Markets, including budget allocation, campaign setup, optimising on online advertising platforms such as Google Ads, Facebook Ads, and other leading networks.
- Stake Holder Management & client dealing on Media Planning, Strategical Matters.
- Directed and enhanced multiple client accounts with substantial budgets across diverse industries, including real estate, automotive, insurance, e-commerce & more.

EDUCATION AND CERTIFICATION

BACHELOR OF COMPUTER APPLICATIONS

Institute of Management Studies

(2016 - 2019)

PROFESSIONAL SKILLS

Google ads, SA360, Facebook ads, Twitter ads, Tiktok ads, LinkedIn ads, Apple Search ads, SKAI, MMP - Adjust & Branch , App Marketing, Media buying & planning, GTM Strategy, Google Analytics, Tableau, Data studio, Microsoft Office, Salesforce, power BI ,App Annie, SEM rush, Canva, Microsoft Clarity, Splitmetrics, Supermetrics, Media Planning & Buying.

LANGUAGES

English (proficiency), Hindi (Native), Punjabi (Native)