

M Nikhil Raj

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Performance Marketing & Growth Specialist with 4+ years of hands-on experience in paid acquisition, lead generation and digital growth across Google, Meta and TikTok Ads. Managed \$200K+ in monthly advertising spend and delivered up to 4X ROAS through data-driven campaign strategy, audience optimization, structured A/B testing and conversion-focused funnel improvements. Experienced in B2B client engagement, campaign strategy, performance reporting, attribution and landing-page optimization. Strong technical foundation in GA4, GTM, SQL, Python, JavaScript and AI-powered marketing tools, with a focus on using technology and automation to improve marketing efficiency.

SKILLS

B2B & Growth Marketing: B2B campaign strategy, ICP definition & refinement, MQL/lead generation, campaign calendar management, competitor & market trend analysis.

Paid Media & Performance: Google Ads, Meta Ads, TikTok Ads, A/B testing, conversion rate optimization, campaign reporting (ROI, CAC, CPC, ROAS), GA4, GTM, Meta Pixel.

AI & Marketing Automation: Building autonomous AI agents and workflows using n8n and Claude, no-code/low-code automation, campaign-data analysis agents.

Data & Analytics: Python, SQL, Power BI, advanced Excel, data extraction and reporting for performance insights.

Content & Web: Landing page and website optimization (HTML, CSS, JavaScript), marketing collateral, SEO/SEM fundamentals.

Project Management & Entrepreneurship: Vendor management, business development, cashflow management, critical thinking, customer service, Jira, Confluence.

EXPERIENCE

Pixel Pay Media Pvt. Ltd.

Marketing Manager

GURUGRAM, INDIA

Nov 2022 - Present

- o Manage end-to-end Facebook and Google Ads operations across multiple B2B and D2C client accounts, consistently delivering up to 4X ROAS.
- o Drive profitable and scalable campaign growth by implementing advanced audience targeting, structured A/B testing and conversion-focused ad optimization.
- o Oversee and optimize monthly advertising budgets exceeding \$200,000, ensuring efficient budget allocation and improved CPA metrics.
- o Design and execute data-driven strategies that boost key campaign metrics (CTR, CPC, ROAS) by up to 2x.
- o Define and refine campaign targeting and audience/ICP profiles based on performance signals, market trends and competitor activity.
- o Implement tracking solutions and attribution models (GA4, GTM, Meta Pixel, Google Ads Tag) to measure performance accurately and guide optimization.
- o Provide client onboarding and customer success support, delivering performance reviews, data-backed reporting insights (ROI, CAC, ROAS) and collaborative growth strategies.
- o Use Python, SQL, Power BI and JavaScript to extract, analyze and automate marketing data, enabling deeper performance insights and reporting.
- o Design and build autonomous AI marketing agents/workflows using n8n and Claude to automate campaign monitoring, diagnostics and reporting.
- o Apply HTML, CSS and JavaScript to build and optimize landing pages and websites, improving speed, performance and conversion-focused UX.

Lahari Enterprises

Project and Sales Associate

VIZAG, INDIA

May 2021 - Nov 2022

- o Sold Rockhard-grade and other wear-resistant steel plates to B2B clients.

- o Conducted on-site visits to plants such as Maa Mahamaya Industries, NTPC and Sarda Metals and Alloys to understand specific wear challenges.
- o Drove customer acquisition and retention in mining-heavy zones of South Orissa and coastal Andhra, supplying wear plates for screen decks, crushing zones and dragline buckets; positioned ROCKHARD/HARDOX-grade plates to improve performance in high-humidity coastal regions.
- o Managed client relationships with BHEL, private mining contractors and heavy fabrication shops in Hyderabad.
- o Spearheaded the supply of quenched & tempered and overlaid wear-resistant plates tailored for heavy-duty applications in tipper bodies, dumpers, crushers, hoppers, chutes and mining buckets — delivering over 100 tons annually, reducing client downtime and enhancing equipment service life.
- o Partnered with Writz (Diffusion Electrode division), Hyderabad, for cross-region supply, facilitating technical proposals for high-temperature welding and electrode diffusion jobs.
- o Built strong application knowledge of overlay plates, chromium carbide liners and steel microstructure behavior under impact and abrasion.
- o Collaborated closely with fabrication teams to integrate quenched & tempered and overlay plates in high-abrasion zones such as bucket liners, hoppers, dumpers and transfer chutes.

Chassis Brakes International (Hitachi Group)
Engineer - Quality Control

GURGAON, INDIA
Oct 2018 - Jan 2020

- o Increased assembly machine output efficiency by 15% by installing appropriate QC POKAYOKE at critical points.
- o Reduced rejection of incoming child parts by conducting audits at the supplier end.
- o Worked closely with MSIL as a Tier-2 supplier, inspecting and validating press-formed Ultra High Strength Steel parts used in automotive chassis and crash-relevant structures.
- o Conducted quality and dimensional inspection of forming tools used in high-cycle stamping operations, ensuring wear tolerance and surface integrity before release for production.
- o Gained in-depth exposure to Ultra High Strength Steels such as DP780, TRIP and Martensitic grades.
- o Oversaw die spotting and tool tryouts, coordinating with toolmakers to optimize die face geometry and eliminate part defects such as wrinkling, cracking or thinning in UHSS components.
- o Supported PPAP & APQP activities for MSIL brake components, ensuring alignment with customer specs and drawing tolerances during mass production launch.

PROJECTS

GrowthOS - AI Ad Campaign Analysis Agent (Personal Project, Ongoing)

- o Building a no-code AI agent for agencies using n8n and Claude that analyzes ad campaign data and generates specific, actionable optimization recommendations rather than just surfacing metrics.
- o Built and validated an end-to-end automated workflow connecting live Google Sheets campaign data to an AI diagnosis layer, demonstrating hands-on experience building autonomous marketing agents.

EDUCATION

B-TECH - MECHANICAL (71%)
MVGR College of Engineering | Apr 2014 - May 2018

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AISSE (86.2%)
Blue Bells Model School | Mar 2013 - Feb 2014

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AISS (CGPA-10)
Blue Bells Model School | Apr 2011 - Mar 2011

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ADDITIONAL INFORMATION

- o Auto CAD certification course from IGIT institute, Vizag.
- o Udemy certification on advanced MS Excel and VBA concepts.