

AYUSH RAUT

Melbourne, Australia | India

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Visa sponsorship required | Open to relocate to Melbourne

PROFESSIONAL SUMMARY

Performance-driven Digital Marketing professional with 4+ years of international experience across Australia, the UK, and India, managing paid campaigns, customer engagement activity, and performance reporting across multiple digital channels. Strong background in Google Ads, Meta Ads, campaign optimisation, audience analysis, A/B testing, and budget allocation, with a track record of improving ROI by 15–20%, reducing CPA by up to 25%, and increasing lead generation and marketing-qualified leads. Experienced in translating campaign data into actionable insights, collaborating across teams, and improving customer journeys through structured testing and reporting. Seeking a Digital Marketing Specialist role in Melbourne where I can contribute to paid media performance, conversion growth, and business impact.

CORE SKILLS

Paid Search & Paid Social Campaigns, Google Ads & Meta Ads, Programmatic Campaign Support, Campaign Optimisation & Reporting, A/B Testing & Conversion Rate Optimisation, Customer Journey Analysis, Budget Management & Spend Allocation, Audience Targeting & Segmentation, ROI, ROAS, CPA, CPC, CTR Analysis, Data Analysis & Dashboard Reporting, Cross-functional Collaboration, Lead Generation & Conversion Improvement, CRM & Salesforce, Stakeholder Communication, Commercial Thinking

PROFESSIONAL EXPERIENCE

Digital Account Manager

Clickmatix | Australia | Apr 2026 – Present

- Own and manage a portfolio of 30+ client accounts end-to-end, maintaining 90%+ client retention through proactive communication and performance delivery.
- Lead bi-weekly strategy meetings and performance reviews, identifying growth opportunities and contributing to 15–20% ROI improvement across key accounts.
- Analyze account performance and reallocate budgets strategically, reducing CPA by up to 25% while improving campaign efficiency.
- Coordinate with PPC, social, and creative teams to execute multi-channel campaigns, ensuring on-time delivery against KPIs.
- Build dashboards and reporting frameworks to track performance, improve visibility, and support faster decision-making.
- Manage trusted client relationships through consultative communication and commercial recommendations.

Assistant Marketing Manager – Platforms

Oxford University Press (OUP) | UK | Sept 2024 – Dec 2025

- Managed 150+ global campaigns and webinars, generating 20,000+ registrations and increasing marketing-qualified leads by 35%.
- Designed audience engagement campaigns that achieved 80%+ open rates and 30%+ CTR across digital communications.

- Improved post-event engagement by 40% through targeted optimisation and structured follow-up.
- Developed reporting dashboards across multiple platforms to improve performance tracking and resource allocation.
- Collaborated across EMEA, APAC, and North America to deliver consistent campaign execution.

Digital Marketing Executive

Qepos Solutions Ltd | UK | Jun 2023 – Aug 2024

- Managed paid campaigns across digital channels, increasing lead generation by 15% through targeting and optimisation improvements.
- Conducted audience analysis and A/B testing to improve conversion rates and campaign efficiency.
- Optimised budgets and bidding strategies to reduce CPC while maintaining performance.
- Produced campaign performance reports to support data-driven decisions for stakeholders.
- Contributed to a co-branded campaign that increased website traffic by 75% and sales by 10%.

Freelance Digital Marketing Strategist

India | 2021 – 2022

- Managed marketing strategies for 20+ SME clients, improving lead generation and online visibility.
- Developed and implemented targeted campaigns to improve traffic, engagement, and conversions.
- Coordinated with cross-functional stakeholders to ensure timely delivery and client satisfaction.

EDUCATION

- MSc International Marketing Management (Merit) | Manchester Metropolitan University, UK
- B.E. Electronics & Telecommunication (First Class Honours) | S.B. Jain College of Engineering, India

ADDITIONAL INFORMATION

- International work experience across Australia, the UK, and India.
- Seeking visa-sponsored opportunities in Australia.
- Open to relocation to Melbourne.
- Available immediately after proper handover.