RAVI KUMAR

DIGITAL MARKETING & GROWTH PROFESSIONAL

Performance Marketing | Paid Media | E-commerce | Analytics | Campaign Operations | Team Leadership

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PROFESSIONAL SUMMARY

Digital Marketing & Growth professional with 6+ years of experience across performance marketing, paid media, e-commerce, digital communications and campaign operations. Hands-on experience managing Google Ads, Meta Ads and Microsoft Ads, including keyword research, audience segmentation, creative testing, landing-page collaboration and performance reporting. Experienced in using CTR, CPC, conversions and ROAS to optimize campaigns, while leading cross-functional teams and managing client delivery end to end.

CORE COMPETENCIES

Performance Marketing | PPC / SEM | Google Ads | Meta Ads | Microsoft Ads | Paid Media Strategy | E-commerce Marketing | Customer Acquisition | Lead Generation | Conversion Optimization | Audience Segmentation | Keyword Research | A/B and Creative Testing | SEO | Marketing Analytics and Reporting | Google Analytics | Campaign Management | Social Media and Content Strategy | Team Leadership | Client and Stakeholder Management | Project and Program Management | Business Development

PROFESSIONAL EXPERIENCE

Founder / Co-Founder & Director | Zenithpath | November 2025 – Present | www.zenithpath.in

- Founded and run a digital and consulting firm, owning strategic planning, client acquisition, project scoping, delivery oversight, team management and quality control.
- Develop digital marketing and growth strategies mapped to client objectives, target audiences and regional requirements, and convert them into executable project plans.
- Lead cross-functional teams of consultants, creatives, digital specialists and field resources; act as primary client contact from requirement gathering through to sign-off.
- Delivered a one-month consulting engagement valued at INR 500,000, covering planning, coordination, execution and client handover.

Digital Head – Campaign & Strategy | VIP Party, Bihar | May 2015 – Dec 2025

- Lead the organization's digital function end to end: social media strategy, leader profiles, multimedia content, audience outreach and campaign communications across all major platforms.
- Develop audience-specific, data-informed communication strategies using sentiment data, demographic behaviors, issue trends, competitor messaging and field inputs.
- Shape interviews, public addresses, campaign narratives and rapid-response messaging to keep positioning consistent across owned, earned and paid channels.
- Direct content, design, video, digital and field-integration teams and manage external agencies against delivery schedules; integrate large public events with digital amplification plans.
- Monitor reach, engagement, sentiment and conversion-related indicators; prepare performance reports and strategic recommendations for senior leadership, including reputation-management response.

PPC Manager | Tilesbay | January 2025 – April 2025

- Managed pay-per-click campaigns across Google Ads, Meta Ads, Microsoft/Bing Ads and other platforms for an e-commerce business, with objectives tied to traffic, customer acquisition and sales.
- Built ROI-focused paid media strategies around product categories, seasonal demand, customer behaviour and funnel performance.
- Optimized campaigns through keyword research, audience segmentation, competitor analysis and creative testing, with landing-page collaboration to improve ad-to-page relevance.
- Monitored CTR, CPC, quality score, conversion performance and ROAS to identify optimization opportunities and improve media efficiency.
- Delivered performance reports with actionable insight for management, focused on revenue growth and acquisition effectiveness.

Senior Associate Manager – Political Campaigns | Showtime Consulting | February 2024 – December 2024

- Managed strategic planning and execution of large-scale campaign programmers across Andhra Pradesh and Maharashtra, coordinating cross-functional grassroots, digital and media teams.
- Developed region-specific messaging for diverse audience segments across linguistic, cultural, socioeconomic and local-issue differences.
- Led conceptualization and approval of digital and traditional campaign assets, keeping creative aligned to core narrative and audience need.
- Used booth-level data, survey inputs and social media analytics to refine targeting and messaging; oversaw campaign activity across Meta, Google and X.

Digital Marketing Manager | Sevenseas Production & Entertainment | December 2022 – January 2024

- Designed and managed the company website on WordPress, including domain integration, content updates, usability improvements and SEO-readiness activities.
- Planned and executed Meta lead-generation campaigns end to end: audience targeting, creative development, campaign setup, monitoring, testing and optimization.

- Analysed CPC, CTR, conversions and audience response to improve decision-making, supported by A/B testing and performance reporting; produced audience-specific ad creative aligned to production and promotional schedules.

Digital Marketing Lead / Campaign Manager | Bettiah Nagar Nigam | October 2022 – December 2022

- Led the digital, ground-level and communications strategy for a municipal election campaign, owning the full channel mix.
- Developed candidate messaging, social media content, digital engagement plans and paid campaigns for targeted audience groups, supported by booth-level analysis and segmentation.
- Contributed to the candidate's electoral victory by an 85,000-vote margin.

Padayatra Program Manager | IPAC – Jan Suraaj | May 2022 – October 2022

- Planned and executed a statewide, multi-month programme across Bihar, managing routes, logistics, local coordination and flagship public events, including the Gandhi Jayanti launch from Champaran.
- Coordinated with the core team on progress reporting, onboarded local leaders and stakeholders, and conducted field research to inform messaging and strategic direction.

Assembly Point of Contact (APOC) | Aam Aadmi Party – Punjab Unit | February 2021 – February 2022

- Managed end-to-end campaign execution across assigned constituencies, keeping regional delivery aligned with central objectives.
- Ran constituency-level digital outreach, event promotion, manifesto communication and social media engagement, and worked with creative and research teams on local messaging and assets.
- Used audience research, competitor benchmarking, mapping and hyperlocal segmentation to improve targeting and content delivery across social media and WhatsApp networks.

Operations Manager | Wavenets Pvt. Ltd. | August 2020 – December 2020

- Coordinated digital and ground operations for constituency campaigns in Bettiah and Baruraj, supporting strategic planning, community engagement, outreach, data analysis and booth-management activities.

Content Writer | BBC India | December 2019 – January 2020

- Wrote news articles on political and social topics for publication.

EARLY CAREER AND INTERNSHIPS

Youth in Politics Intern, I-PAC (Feb 2020 – Aug 2020) — contributed to the "Baat Bihar Ki" campaign for the Bihar Assembly elections and supported the West Bengal campaign for TMC. | Digital Marketing Intern, Internshala.com (Jan 2019 – Mar 2019). | Photography Intern, Cineyatra.org (Jun 2018 – Aug 2018).

KEY ACHIEVEMENTS / SELECTED IMPACT

- Delivered a one-month consulting engagement valued at INR 500,000, from scoping through to client handover (ZenithPath).
- Owned paid media across Google Ads, Meta Ads and Microsoft/Bing Ads for an e-commerce business, reporting on CTR, CPC, quality score, conversions and ROAS (Tilesbay).
- Led digital and communications strategy for a municipal election campaign that closed with an 85,000-vote winning margin (Bettiah Nagar Nigam).
- Published a research paper on gaming addiction among college students at Central University of South Bihar; the paper has recorded more than 16,000 reads on Academia.edu.
- Authored four short-story books published through Amazon Kindle; directed four short films and one documentary on social issues and the cultural heritage of Pind Daan in Gaya.
- Contributed editorial and design work to CUSB Times and the Media Department newsletter at Central University of South Bihar.

TECHNICAL SKILLS

Digital Advertising: Google Ads, Meta Ads, YouTube Ads, X Ads, LinkedIn Ads, Microsoft Ads, Flipkart Ads, Amazon Ads, OTT advertising platforms

Analytics and Productivity: Google Analytics, Microsoft Excel, Google Sheets, Google Forms, Tableau, Microsoft Office, Google Workspace

Web and E-commerce: WordPress, Wix, GoDaddy, Hostinger, Shopify, Flipkart, Amazon

Creative, Media and AI: Canva, Microsoft Designer, Adobe Photoshop, photography, videography, creative writing, script writing, ChatGPT, AI prompt engineering

EDUCATION

Master's in Media Studies: Central University of South Bihar, Gaya, Bihar | June 2017 – May 2019

Bachelor of Computer Applications: MMHAPU, Patna, Bihar | May 2013 – June 2016

CERTIFICATIONS AND WORKSHOPS

Digital Marketing | AI Prompt Engineering | Website Design | Adobe Photoshop | Documentary Making | Print Media Workshop | Digital India on MyGov | Short Film Competition

LANGUAGES

English | Hindi