

Name: Jatin Gagwani	Linkedin: https://www.linkedin.com/in/jatin-gagwani/	Portfolio: https://gagwanijatin007.wixstudio.com/portfolio	Email: gagwanijatin007@gmail.com
Managed Paid Media Budgets of \$500K+	Built 50K+ App Downloads Across UAE & Australia	Led 30+ Creator Campaigns Across Two Regions	Meta & Google Certified Digital Marketer
EDUCATION			
Degree/Exam	Board/Institute	%/CPGA	Year
Bachelor of Commerce	Symbiosis Skills & Professional University	77.38 /8.19	2022-2025
Class XII	Central Board of Secondary Education	78.6 /8.3	2021
Class X	Central Board of Secondary Education	66.7 /7	2019
CERTIFICATIONS & SPECIALIZATIONS			
Company/Organisation	Specialisation	Description	Year
Meta	Digital Marketing Associate	Score: 810 / 1000	(Passed: Jan 2024)
Google	Data Analytics Professional Certificate	8-course specialization including R, SQL, Visualization & Capstone	Oct 2022
IE Business School	Marketing Strategy Specialization	Covered Market Research, Marketing Mix & Capstone Planning	Dec 2024
University of Illinois Urbana-Champaign	Microeconomics Principles	Specialisation on Firm Theory, Elasticity & Public Goods	Dec 2024
CleverTap University	Mobile Engagement Behavioral Analytics Journeys Segmentation	Mobile Engagement Behavioral Analytics Journeys Segmentation	Mar 2025
Full Time	NOOR RIDE (UAE) – Mobility Tech Startup Performance Marketing Creator Strategy Product Growth		May 2024 – Present
	User Acquisition & Paid Media	Managed AED 250K+ in paid ads across Google, Meta & TikTok leading to ~ 30K user base in 14 months. Ran targeted performance campaigns across Dubai with focus on seasonal peaks (Ramadan, NYE, Christmas); delivered 35% ride spike during peak weeks.	
	Creator & Influencer Marketing	Created 10+ branded campaigns with Dubai-based UGC creators & influencers for Social Media & Media Buying Ads; achieved ~48% higher CTRs on ride bookings.	
	Business Impact	Delivered AED 2M+ in ride bookings through inorganic media performance in the first year of launch.	
	Tracking & Attribution	Integrated AppsFlyer and SKAN to track iOS & Android campaign performance. Enabled source-based ride tracking & ROI attribution.	
	GOBLU-EV (AUSTRALIA) – Electric Ride Hailing Startup. Digital Growth B2B Sales Creator Marketing		May 2024 – Present
	Media Buying & Performance Marketing	Allocated & managed AUD 100K+ across Meta, Google & TikTok Ads; optimised across OS splits, ad formats & audience types. Scaled user base from 5K to 20K in 10 months using iterative copy testing, referral incentives, and seasonal offers (eg. Melbourne Airport Rides, Tourist Commutes)	
	Enterprise & Hotel Partnerships	Closed 20+ hotel, travel agent & concierge desk partnerships; enabled ride bookings for tourists & events with B2B pricing.	
	Growth Impact	UGC & regional targeting led to 48% improvement in conversion rate on App; 11% jump in referral signups.	
	JUNIORS BRANDS PVT. LTD. (TFW & JFW). Marketing Associate Jaipur, India		Mar '23 – Feb '24
Marketing Associate	Led Mailchimp + WhatsApp automations, improving open rates by 2.3x; reduced drop-off by 20% using multi-step retargeting. Built & executed Instagram marketing calendar, managed daily posts, event countdowns, influencer briefs & reels. Supported WordPress site optimization: added plugins, enhanced SEO, reduced load time by 40%.		
Internship	JUNIORS BRANDS PVT. LTD. (JFW & KidsUp) Marketing Associate Jaipur, India		Mar '23 – Feb '24
	Data Analyst Intern (Mar '23 – Sept '23)	<ul style="list-style-type: none"> Automated lead routing using Google Apps Script; used event calendar triggers to assign leads to sales. Built real-time CRM dashboard using Google Data Studio to monitor funnel stages, team scores & conversion delays. Designed & deployed bulk WhatsApp follow-up system for dropped leads; improved reactivation rate by 60%. 	
SOCIAL IMPACT WORK			
Organization	Role	Contributions	Year
Gopal Krishna Sewa Samiti	Blood Donation Volunteer	Helped organize blood donation camps across Jaipur; recognized for active support.	May 2024
Senior Citizen Forum, Jaipur	Community Volunteer	Assisted in wellness/spiritual sessions; promoted inclusive participation.	Jan 2025
Aanchal Society	Fundraiser Volunteer	Contributed to charity drives and awareness campaigns for underprivileged children.	2016