



Rohit Mhatre

PERFORMANCE MARKETING LEAD · PAID MEDIA STRATEGIST · GROWTH MARKETING

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OPEN TO NEW OPPORTUNITIES

CORE SKILLS

- Meta Ads
- Google Ads
- PMax Campaigns
- Lead Generation
- CPL Optimisation
- A/B Testing
- CRO
- Media Planning
- Budget Management
- ROI Tracking
- GA4
- Audience Segmentation
- Funnel Optimisation
- Marketing Automation
- CRM Workflows
- SEO / SEM
- KPI & Revenue Attribution
- Team Leadership
- C-Suite Reporting
- Multi-Brand Management
- International Market Entry
- Client Servicing
- Biz Development
- Content Strategy
- Social Media Management
- Project Management

EDUCATION

Business Management Studies (BMS)
University of Mumbai

CERTIFICATIONS

AI-Powered Performance Ads

Google · Mar 2025 · ID: 137761954

Google Analytics (GA4)

Google · Mar 2025 · ID: 137639141

RECOGNITION

GITEX 2024 Exhibitor

Bombay Softwares, Dubai · Oct 2024

PROFESSIONAL SUMMARY

Performance Marketing Leader with 9+ years of experience driving measurable growth through Meta Ads, Google Ads, and multi-channel paid media strategy.

Proven track record of delivering lead generation at **60-80% below industry benchmark CPL** across F&B, EdTech, SaaS, B2B, and Consumer verticals. Combines deep hands-on execution with strategic ownership - from media planning, budget forecasting, and A/B testing frameworks to cross-functional team leadership and C-suite performance reporting.

Experienced in managing multi-brand portfolios simultaneously, building campaign infrastructure from the ground up, and translating performance data into actionable business intelligence. Currently managing paid media for Copper Chimney (India & UK) and Bombay Brasserie across 30+ outlets.

PROFESSIONAL EXPERIENCE



Head of Marketing

Nodespry - Self-Employed

Feb 2026 - Present

Navi Mumbai, Maharashtra (Remote)

- **Strategy** - Built a free AI-powered marketing strategy tool that generates channel-specific strategies, campaign projections, and 30-day execution roadmaps based on live market data across 40+ countries. Used by businesses across UAE, India, UK, and beyond.
- **Automation** - Designing and deploying marketing automation systems for clients across F&B, real estate, education, and agencies. Includes lead capture and nurture via WhatsApp and email, AI-driven content creation and publishing, and automated weekly performance reporting - all connected to HubSpot, Meta, Google, and other tools clients already use.
- Day-to-day responsibilities span client onboarding, automation setup, paid media strategy, and product development. Nodespry sits at the intersection of performance marketing and marketing operations - built by a marketer, for marketers who are tired of doing manually what a system should be doing for them.



Performance Marketer

OrangeLeaf - Agency&Consultancy

Feb 2026 - Present

Navi Mumbai (Remote)

- Architect and execute high-ROI paid media campaigns on Meta and Google Ads for premium F&B and B2B brands, managing 30+ outlet-level campaigns across 7 simultaneous proposition types.
- Deliver lead generation for Copper Chimney India at CPL of ₹15-32 against an industry benchmark of ₹95-125 - a consistent **75-85% cost advantage** - on ₹24.4L annual spend generating 40Cr+ reach.
- Build data-backed media plans with granular budget allocation, CPL benchmarks, and conversion forecasts tailored to each client's business objectives and outlet-level targets.
- Manage multi-brand social media and paid presence for Copper Chimney (India & UK), Bombay Brasserie, and emerging dining brands, overseeing content calendars, community engagement, and monthly reporting.

Leadership Award 2023

Bombay Softwares · Apr 2023

INDUSTRIES SERVED

- › Food & Beverage (F&B)
- › EdTech & Education
- › SaaS & Technology
- › B2B Services
- › Legal Services
- › Venture Capital
- › Cultural Institutions
- › Consumer Goods
- › Materials & Mining (US)

SCHEDULE A CALL

BOOK 60-MIN SESSION

- ▶ Design marketing automation workflows to streamline lead capture, CRM updates, and performance reporting, reducing manual effort by **40%** across client operations.
- ▶ Lead client pitching and business development, onboarding new accounts across F&B, EdTech, Real Estate, Legal, and Technology verticals.



Digital Marketing Lead

Bombay Softwares

Apr 2023 - Jan 2026

Mumbai (On-Site)

- ▶ Spearheaded customer acquisition initiatives delivering **35% revenue growth** through targeted Google Ads and Meta campaigns over 12 months across 8+ concurrent client accounts.
- ▶ Implemented A/B testing frameworks achieving **40% improvement in conversion rates** across digital platforms through structured creative and audience testing methodologies.
- ▶ Optimised marketing budgets through data-driven reallocation, achieving **25% cost reduction** while maintaining high ROI across all campaigns.
- ▶ Managed and mentored a 10-person digital marketing team, improving project delivery timelines by **30% year-over-year**.
- ▶ Represented Bombay Softwares as exhibitor at GITEX 2024, Dubai - one of the world's largest technology exhibitions.
- ▶ Delivered detailed performance reports translating platform data into actionable business insights across the full client portfolio.



Head of Marketing

Ads Assembly - Self-Employed

Oct 2016 - Aug 2021

India

- ▶ Built and led a 10-person marketing team, successfully launching **15+ multi-channel campaigns** for clients across B2B, Consumer, and Technology verticals over 4 years.
- ▶ Drove **30% increase in brand visibility** and engagement through comprehensive performance marketing strategies aligned with business objectives.
- ▶ Improved campaign ROI by **25%** and lead conversion rates by **40%** through data-driven insights and cross-functional alignment with sales and product teams.



Project Lead

IP Legal Services - Patent & Trademark Services (Freelance)

May 2021 - Aug 2021

United States (Remote)

- ▶ Increased user engagement by **30%** through creation and optimisation of landing pages for patent and trademark services within two months of launch.
- ▶ Enhanced organic search visibility by **40%** through SEO best practices and high-quality content strategy.
- ▶ Established conversion tracking systems improving attribution accuracy by **25%** and enabling data-driven performance decisions.

KEY PROJECTS & QUANTIFIED IMPACT

Copper Chimney India - Legacy Premium Dining (20+ National Outlets)

Performance Marketing Lead

Oct 2025 - Present

- ▶ 5,000+ qualified leads and WhatsApp conversations at ₹15-32 CPL - 75-85% below the industry benchmark of ₹95-125.
- ▶ Scaled from city-level campaigns to 30+ simultaneous outlet-level campaigns across 7 proposition types (Dine-In, Delivery, Buffet, Seasonal Menus, and more).
- ▶ 40Cr+ reach and 60Cr+ impressions at ₹2.49 CPM on ₹24.4L annual spend.

Copper Chimney UK - International Market Entry

Performance Marketing Lead (International)

Dec 2025 - Present

- ▶ Adapted lead generation strategy for international market dynamics, controlling CPL from Day 1 despite higher competition and elevated UK market costs.
- ▶ Delivered market-level insights supporting international brand growth via Meta Ads and Google Ads.

Bombay Brasserie - Modern Indian Cuisine (6 Outlets)

Performance Marketing Lead

Nov 2025 - Present

- ▶ 2M+ reach per outlet at ₹2-2.30 CPM; individual campaigns delivered 2.79M+ reach under ₹9,000 budget.
- ▶ Reduced CPL by 25% through creative and audience testing; Guwahati outlet: 1,077 WA conversations, avg CPL ₹74.47, best CPL ₹18.17.

DY Patil University - Online Learning Platform

Project Manager (via Bombay Softwares)

May 2025 - Jan 2026

- ▶ Reduced administrative effort by 60% and improved course onboarding turnaround time by 40% for a national-scale platform.
- ▶ Centralised multi-vendor course operations into a single unified dashboard, enabling scalable delivery without increasing operational headcount.

Lightbox VC - Investor-Facing Platform (\$400M AUM)

Project Manager (via Bombay Softwares)

Apr - Jul 2025

- ▶ Reduced engineering dependency by 70% via admin-controlled CMS, enabling independent content publishing for portfolio updates and investor communications.

Triveni Kala Sangam - Iconic Cultural Institution

Project Manager - Digital Transformation (via Bombay Softwares)

May - Nov 2025

- ▶ Reduced content publishing turnaround time by 65%, eliminating manual coordination and developer dependency for one of India's most respected cultural institutions.

5E Advanced Materials - US-Listed B2B Mining Company

Content Marketing & Brand Strategist (via Bombay Softwares)

May 2022 - Mar 2023

- ▶ Content marketing strategy contributed to context around a \$700M DOE funding collaboration with the US Department of Energy Loan Programs Office.
- ▶ Drove recognition from the United States Energy Association; stock price showed a consistent 5-10% upward trend through targeted content distribution.

Bombay Bees - Organic Instagram Growth

Social Media Strategist

Nov 2022 - May 2024

- ▶ 30,000+ followers in 6 months (India) and 6,000+ in 1 month (USA) - both pages sustaining 85%+ engagement rates.