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PAID MEDIA

Meta Ads

Google Ads Search

Demand Gen

Budget allocation

Bid strategy

Lookalikes

Retargeting

Creative testing

A/B testing

TRACKING & ANALYTICS

GA4

Tag Manager

Meta CAPI

Offline conversions (GCLID)

Attribution

Looker Studio

Microsoft Clarity

Search Console

CRO & WEB

Landing pages

CRO

Core Web Vitals

WordPress

Elementor Pro

HTML / CSS

Spartacus Jawalikar

Senior Performance & Growth Marketer

Paid media, tracking, CRO and marketing automation

PROFILE

Performance and growth marketer with 5+ years in marketing and 2+ years leading paid acquisition in-house. Cut cost per acquisition (CPA) by 20-30% using Meta Conversions API and offline conversion tracking. Builds AI lead tools: WhatsApp and voice agents, a lead CRM and an LLM sales assistant. Seeking a remote senior role.

20-30%

lower CPA from tracking and creative testing

18-25%

more lead-form completions

9.47%

search CTR on a live Google Ads account

2,000+

leads segmented for lookalikes

EXPERIENCE

Independent Growth Consultant

05/2026 - Present

Freelance and own projects / Remote

- Rebuilt a Pune real-estate marketplace website as 141 templated project pages; audited lead capture and fixed a form defect that was losing buyers' name, email and phone on every project page.
- Built a multi-user lead CRM (Python, FastAPI, 800+ automated tests) with private pipelines per consultant, site-visit and booking tracking, and a commission tracker.
- Automated WhatsApp lead handling on the official Cloud API with n8n: replies 24/7, understands Marathi and Hindi typed in English, and pushes qualified leads into the CRM.
- Delivered AI WhatsApp assistants and lead workflows for a cafe and a gym using n8n, LLMs and Google Sheets.

Growth Marketer

02/2024 - 04/2026

V21 Group of Companies

- Owned end-to-end paid acquisition across Meta Ads and Google Ads, cutting CPA by 20-30% through audience targeting, creative testing and funnel optimization.
- Implemented Meta Conversions API (server-side) and Google offline conversion tracking (GCLID) after iOS 14, so campaigns optimized for site visits and bookings instead of raw form fills.
- Increased lead-form completion by 18-25% with A/B-tested landing pages, using 1,000+ Microsoft Clarity session recordings to remove drop-off points and reposition CTAs.
- Segmented 2,000+ visited and booked leads by ticket size to build high-intent lookalike audiences and video-first retargeting.
- Built a Google Sheets mini-CRM handling 500+ inbound leads per month, with automated Meta Lead Ads routing that cut response time by 30%+ and manual processing by 40%.
- Built automated reporting dashboards in Looker Studio and Pabbly, replacing manual weekly reports.

Web & Funnel Designer

03/2023 - 12/2023

Bogward Business Creative

- Designed and launched 10+ conversion-focused landing pages in WordPress and Elementor Pro for high-intent real-estate traffic.
- Cut landing-page load time by 40% to under 2.5 s with caching and image optimization, reducing bounce rate by about 15%.

AUTOMATION & AI

n8n Zapier Pabbly
WhatsApp Business API
LLM agents Voice agents
Python FastAPI
Google Ads API Apify

SEO

Technical SEO AEO GEO
Schema

KPIS I REPORT ON

CPL, CPA, ROAS, CTR, CVR, cost per booking, lead quality

LANGUAGES

English, Hindi, Marathi

WORK STYLE

Remote and async; based in IST with flexible overlap for EU and US hours

SEE THE WORK
spartacus-jawalikar.com

Freelance Digital Marketer

Self-employed / Pune, India

2020 - 02/2023

- Started by managing social media pages during the 2020 lockdown, handling all comments and messages to learn what drives engagement.
- Grew into freelance paid social, content and website projects for small businesses, including e-commerce funnels where adapting DTC creative hooks improved ad CTR by 20-35% and retargeting lifted purchase completion by 18-22%.

KEY PROJECTS

AI Lead Engine, from ad to site visit

Built an automated lead engine on n8n: a WhatsApp AI chatbot, automatic lead assignment to brokers and AI voice callbacks (LiveKit, Sarvam AI) that qualify leads and book site visits without a human in the loop.

JOY, AI Assistant for a Property Marketplace

Built an LLM assistant over a 171-project catalog with a precision-first name resolver (171 of 171 projects matched correctly), a consultant sales mode with weekly usage limits, and a scrub that keeps internal developer notes out of buyer answers.

ProjectIntel, Real-Estate Market Intelligence

Built a pipeline that pulls MahaRERA records, developer websites and Google News into one SQLite database, then generates an AI dossier per project and flags fields where sources disagree, for sales and competitor research.

Reels Intelligence, Content Research Tool

Turned Instagram creators' Reels into a searchable library: Whisper transcription in Hindi and English, every hook and script searchable through a dashboard or directly from an AI assistant (MCP), used to plan ad creative and content.

Google Search Campaign for a Home-Services Business

6,111 clicks from 64.5K impressions at a 9.47% CTR on about INR 1.2 lakh of spend; about 91% of clicks came from mobile, so the landing page was rebuilt mobile-first.

Brand Films in Code

45 s and 60 s product showreels (1080p, 60 fps) with neural voiceover for launch and social campaigns.

HOW I WORK

I own the full funnel

From the first ad to the booked visit, I build and measure every step myself.

I fix tracking first

Campaigns optimise on real outcomes, using Conversions API and offline conversions.

I ship tools, not just reports

When a process is slow, I automate it with n8n, AI agents or a small app.