SPARTACUS JAWALIKAR
360 GROWTH MARKETER

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SUMMARY

Results-driven Growth Marketer with hands-on experience in performance marketing, acquisition strategy, tracking infrastructure, and funnel optimization. Specialized in Meta Ads, Google Ads, GA4, Google Tag Manager, and Conversions API (CAPI) Proven ability to build closed- loop marketing systems focused on lead quality, cost per booking, and revenue outcomes. Strong experience in real estate and service-based lead generation, automation, and analytics.

CORE SKILLS

Performance Marketing: Meta Ads, Google Ads (Search, Demand Gen), Paid Media Strategy, Funnel Optimization, Audience Research, CPL, CPA, ROAS

Tracking & Analytics: GA4, Google Tag Manager, Meta Conversions API (CAPI): Offline Conversion Tracking, Attribution Analysis

Web & CRO: WordPress, Elementor Pro, Landing Page Optimization, Conversion Rate Optimization, Microsoft Clarity

Automation & Reporting: Google Sheets (Advanced), Looker Studio, CRM Workflows, Pabbly, Zapier

KEY PROJECTS

Closed-Loop Real Estate Acquisition System

- Increased lead form completions by 18–25% through A/B-tested landing page optimization
- Analyzed 1,000+ user sessions in Microsoft Clarity to reduce funnel drop-offs and optimize CTA placement
- Built segmented databases of 2,000+ visited and booked leads categorized by ticket size
- Created high-intent lookalike audiences using historical visit and booking data
- Implemented offline conversion tracking (GCLID) and video-first creatives to improve campaign learning

Mini CRM for Lead Management & Sales Tracking

- Architected a cost-effective Mini CRM in Google Sheets to manage 500+ inbound leads per month for cost-sensitive real estate developers
- Standardized lead pipelines with custom stages that shortened sales response time by 30%+
- Integrated Meta Lead Ads and landing page leads via automated lead routing, reducing manual processing by 40%
- Implemented real-time status tracking to strengthen lead quality scoring and performance-based optimization

E-commerce Performance Marketing Funnel

- Improved ad CTR by 20–35% by analyzing and adapting high-performing creative formats and copy hooks used by large DTC brands
- Diagnosed checkout-stage drop-offs despite strong click-to-product and add-to-cart performance
- Mapped funnel behavior across click, product view, and add-to-cart stages to identify purchase friction
- Launched bottom-funnel retargeting flows using urgency, FOMO messaging, and limited-time offers, increasing purchase completion by 18–22%
- Optimized creative sequencing and retargeting logic to recover high-intent abandoners and improve overall funnel efficiency

Google Ads API Developer Assistant (Gemini CLI Extension)

- Implemented AI-assisted Gemini CLI workflows handling 10,000+ rows of Google Ads campaign data via natural-language commands
- Automated Google Ads API data extraction and structured reporting pipelines, eliminating manual reporting overhead by 50%+
- Ran competitor intelligence workflows using Google AI Studio and Apify to analyze competitor ad copy, creative formats, and landing page patterns
- Gained working exposure to YouTube influencer/creator partnership ad schemes and creator-driven campaign logic

PROFESSIONAL EXPERIENCE

360 Growth Marketer
2024 – Present

- Managed end-to-end growth and acquisition systems across Meta Ads and Google Ads Reduced
- CPA by 20–30% through audience targeting, creative testing, and funnel optimization Implemented
- Server-Side Tracking (Meta Conversions API) and Offline Conversion Tracking post iOS 14 Used
- Microsoft Clarity insights to identify funnel drop-offs and improve landing page conversions
- Built automated reporting dashboards using Looker Studio and Pabbly, reducing manual reporting time

Web Architecture & Funnel Designer
2022 – 2023

- Reduced Landing Page load times by 40% (under 2.5s) using caching and image optimization, directly decreasing bounce rates by ~15%.
- Designed and deployed 10+ conversion-focused landing pages using WordPress and Elementor Pro, specifically engineered for high-intent Real Estate traffic

Social media admin
2020 – 2022

- Ran a niche community page during the lockdown just to see "how the algorithm works..
- Handled all DMs and comments manually—this was my first real lesson in understanding what users actually want.