

RAGHAVENDER CHARI

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WORK EXPERIENCE

CriticalRiver Inc

Performance Marketing Specialist (AI & Growth)

Oct 2024 - Present

Hyderabad, India

- Own \$200K/month performance budget; improved conversion rate from 1.25% to 3.4% in 3 months for a German semiconductor client through deep account restructuring and tracking fixes.
- Implemented AI-assisted n8n workflows to monitor performance, automate anomaly detection, and accelerate optimization decisions across paid channels.
- Led ABM and email marketing for CriticalRiver SaaS products, aligning paid media, CRM, and sales pipelines.
- Strengthened SEA and SEO performance using Google Ads, GA4, SEMrush, WordPress, and HubSpot.

MindHuntz Digital Services Pvt Ltd

Digital Marketing Manager (Performance & Analytics)

Mar 2022 - Oct 2024

Hyderabad, India

- Managed \$80K/month paid media budget, delivering consistent 5.2x ROAS.
- Reduced average CPC by 40% through bidding strategy optimization and continuous experimentation.
- Drove analytics-led growth using A/B testing, CRM insights (HubSpot, GoHighLevel), and attribution reporting.

Peripheral Media

Account Manager (Performance & Growth Marketing)

Sep 2019 - Feb 2022

Arlington, VA

- Managed ecommerce performance marketing for brands built on Shopify & WooCommerce.
- Generated \$5M revenue within 8 months through paid media, CRO, and SEO-led strategies.
- Increased organic impressions from 120K+ to 500K+, improving paid efficiency and ROAS.
- Led paid search, paid social, retargeting, and performance reporting.

Cognizant Technology Solutions

Process Executive (PPC & Analytics)

Nov 2018 - Aug 2019

Hyderabad, India

- Created and analyzed PPC campaigns, determining appropriate bids for Google Ads.
- Executed and optimized Google Ads Search & Display campaigns.
- Conducted A/B testing on ad creatives and landing pages.
- Implemented remarketing strategies to improve conversion efficiency.
- Analyzed user behavior using Google Analytics to drive optimization.

CYIENT LTD

Digital Marketing Executive

DEC 2015 - Sep 2018

Hyderabad, India

- Performed keyword research, traffic analysis, and SEO performance tracking.
- Supported email marketing campaigns and lead nurturing initiatives.

EDUCATION

Osmania University

BSC in Computer Science

Hyderabad: June 2015

SKILLS, Certifications & INTERESTS

SEO | SEM | SMM | Google Ads | FacebookAds | WordPress | Shopify | HTML | CSS | JavaScript | GoHighLevel | Make.com | n8n
Google Analytics | Google Search Console | Google Tag Manager | Google Looker Studio | ZenDesk | Outreach | Klaviyo

- Search & Display Ads certification by Google
- Microsoft Shopping ads certification
- SEO Certification by HubSpot and SEMrush
- Shopify Partner
- n8n certified