



Smit Lodaya

Performance Marketing Executive,
Hansa Cequity

📍 Mumbai, India  @smitlodaya

Job Specific Skills

- Media Planning & Buying
- Campaign Execution
- Campaign Optimization & Reporting
- Bid Strategy & Budget Optimization

Job Specific Tools

- Google Ads Editor
- GA4, GTM, GSC, GMB
- Google, Meta, LinkedIn & X Ads
- Canva, PPT, Excel, Word

Support Skills

- Timeline Negotiation
- Instant Ad Support Solution
- Ad Support Escalations
- Billing & Credits Management

About Me

I'm a Full Stack Performance Marketer with 3+ Years of Hands-on experience with Digital Ad Platforms like Google, Meta & LinkedIn in Awareness, Branding & Lead Generation Campaigns. Always aspire to learn, grow & take dynamic shifts into the digital world!

Professional Experience

Hansa Cequity Pvt Ltd (Performance Marketing Exec)

June 2024 - Present

- Primarily Worked with 2 Departments of a Leading NBFC
- 4+ Platforms handled for both Clients
- Assisted with 1 Industrial Manufacturing Clients
- Heavily worked on Conversion & Lead Gen Campaigns

Client 1 (NBFC) - Personal Loan | 6 Months

- Handled Avg 35+ Lacs of Media Budgets Monthly
- 75K+ Raw Leads at CPL of ₹40
- Achieved 5% Avg Qualification Rates with 20% Disb Rates
- Crossed up to 40% CTR & 25% Conversion Rates
- Lowered Client's CAC% from 28% to <5.5% in <2 Months
- 25,000+ App Installs at Avg CPI of ₹8.5

Products Explored : Google Search, Pmax, DemGen, LinkedIn Lead Forms & Web Conv, Meta Lead Gen & Instant Forms

Client 2 (NBFC) - Pension Fund | 5 Months

- Handled 5+ Lacs of Monthly Media Budgets
- 5Cr+ Impressions at Avg CPM of ₹8.5 across channels
- 4.5Cr+ Video Views at Avg CPV of ₹1.25 across channels
- 3K+ Leads Delivered at Avg CPL of ₹100 across channels
- Aided Brand Lift by 7% in Pension Market (Client Reports)

Products Explored : Google Search, DemGen, LinkedIn & Meta Awareness, Web Traffic & Web Convs

Client 3 (NBFC) - Industrial Air Compressor

- APAC Region Media Buying & Planning
- 25+ Audience Cohort Creations & A/B Testing
- Daily / Weekly Reporting & Optimizations
- Client Presentations & Upselling Campaigns

Additional Focus Areas

- Participated & Prepared RFPs from Government Bodies
- Aided the Internal Team in creation of an AI/ML Tool
- Cross-Channel Coordination with Creative & Copy Departments
- Trained Interns for handling Campaigns & Media
- Handled Company's Internal SEO & SMM Activities

Additional Skills

- SEO (On Page & Off Page)
- SMM (Posting & Engagement)
- ASO (Ranking & Reviews)
- Content Strategy
- Graphic Designing

Additional Tools

- SEMRush, Ahrefs & Screaming Frog
- Mobile Action & App Tweak
- Hootsuite & MetriCool
- Notion & Miro
- Canva, Photoshop & Illustrator

My Previous Projects

-  [SEM Projects](#)
-  [Brand & Media Strategy](#)
-  [SMM Projects](#)
-  [Other Freelancing Clients](#)

Educational Background

- **Post Graduate Program in Digital Marketing '23**
IIDE - The Digital School
- **B.Com (2020 - 2023)**
S.K Somaiya College, Vidyavihar
University of Mumbai

Reach Me

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Previous Experience

Global Power Source (Digital Marketing Freelancer)

Jan 2024 - May 2024

- Brand Guideline Creation (Research & Designing)
- 50+ Creatives curated with a Content Marketing Strategy
- On page optimisation in addition Ranking 10+ Keywords
- 15+ Backlinks Setup with 30+ Social Bookmarks
- Created \$50,000 worth Media Plan including Digital & Traditional Inventories
- Handled Reach & Frequency Campaigns in LinkedIn for Australian & Middle East Market Penetration

Mumbai Movement (Digital Marketing Freelancer)

Oct 2023 - Jan 2024

- Designed a 30+ Pager Website with 3+ Integrations
- Generated 140+ Leads for a Trial Class under 4K
- Setup Local SEO (GMB) for 4+ Branches
- Identified & Ranked 10+ Brand & Generic Keywords

Go Travellism Pvt Ltd (Digital Marketing Executive)

Jan 2023 - May 2023

- Revamped 2 Websites with 1000 + Hours of Web
- Development Work
- 3rd Party Platform Setups like Trip Advisor
- 5K worth of Ads contributing to 12+ Leads Monthly
- 75+ Creatives Designed for Social Media & Display Ads

My Achievements

- Google Grants Project with The Blind Relief Association with \$10,000 AD Spend Budget
- Participated & Won Silver at WAVES Summit 2025 for Ad Spend Optimizer Hackathon