

HARITA PILLAI

Digital Marketing Strategy | Performance Marketing | Digital Account Management

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Location: India

PROFESSIONAL SUMMARY

I'm a digital marketer with around 5 years of agency experience driving performance marketing, client servicing, full-funnel campaign planning, and integrated digital strategy across India & MENA. Skilled in managing high-budget, multi-channel campaigns, improving ROAS/CAC, leading cross-functional teams, and delivering growth for brands in real estate, healthcare, automotive, tech, and hospitality.

Strong record in stakeholder management, reporting, optimisation, and end-to-end account ownership.

CORE SKILLS

Performance Marketing: Meta Ads, Google Ads, LinkedIn Ads, Lead Gen, CPL optimisation, A/B Testing, Retargeting

Analytics: GA4, Google Tag Manager, CRM (HubSpot, Zoho), Data Interpretation, Reporting

Strategy: Digital Strategy, Content & Creative Strategy, Funnel Design, GTM Planning, Integrated Campaigns

Client Leadership: Client Servicing, Account Management, Stakeholder Communication, Project Execution

Execution: Cross-functional coordination, SEO-aligned content, Campaign QA, Multi-channel optimisation

Other: Influencer Coordination, PR Alignment, Team Support & Leadership

PROFESSIONAL EXPERIENCE

Senior Account Manager – Digital Strategy & Growth

Story Sphere Projects | 2024 – Present

Key Achievements

- Improved CAC-to-LTV efficiency by 30% through multi-channel optimisation across Meta, Google & LinkedIn.
- Delivered 25–35% YoY revenue growth for major accounts through full-funnel strategy and continuous optimisation.
- Increased qualified lead volume for real estate & healthcare clients by 20–40% after restructuring funnels.
- Led multi-vertical teams of 8–12 in delivery & performance alignment.

Responsibilities

- Led digital strategy for Skyline Builders (Dubai & India), Nanma Properties, Medical Trust Hospital, Kauvery Hospital, and luxury automotive brands (Porsche, BMW, MINI, Motorrad, VW, Škoda).
- Managed cross-functional teams across Performance, SEO, Content, Web, Influencer & PR to ensure integrated outputs.
- Built and executed 360° campaigns combining paid media, content strategy, offline integrations, influencer alignment, and retention flows.
- Drove optimisation using GA4, Tag Manager, HubSpot & CRM analytics to improve lead quality, ROAS, and conversion rates.

Assistant Manager – Digital Strategy & Client Relations

Webenza India Pvt Ltd | 2023 – 2024

Key Achievements

- Strengthened brand visibility and engagement for clients, achieving 2.5× growth in content reach within 90 days.
- Coordinated cross-functional teams (performance, SEO, content, creative) to deliver 100% on-time campaign execution.
- Conducted monthly performance reviews, delivering insights that improved account retention by 15–20%.

Responsibilities

- Managed high-value B2B & B2C accounts including Embassy Group, Bagmane Tech Park, B-Flex, Fragomen, and Evocus.
- Led digital strategy, content planning, communication flows, and multi-channel campaign execution.
- Directed cross-team coordination across creative, SEO, content, and performance verticals.
- Oversaw reporting, analytics, PR support, and stakeholder communication.
- Contributed to website UX improvements, landing-page restructuring, and funnel optimisation to increase conversion efficiency.

Digital Marketing Specialist – Content & Campaigns

Ananzi Infotech | 2021 – 2023

Key Achievements

- Improved paid campaign performance across Meta ads & Google ads by 25–35% through data-driven optimisation and targeted content frameworks.
- Increased organic visibility and engagement by 40–55% by building SEO-aligned content structures and tightening cross-team execution.

Responsibilities

- Executed paid campaigns across Google, Meta, LinkedIn.
- Created SEO-aligned content frameworks for brand storytelling and engagement.
- Partnered with design, content, and performance teams for 360° marketing execution.

EDUCATION

Bachelor of Science (Forensic Science)

Adikavi Nannaya University | 2018–2021

CERTIFICATIONS

- **Google Analytics (GA4)**, Google Skillshop
- **Digital Marketing & E-Commerce**, Google (Coursera)
- **Fundamentals of Digital Marketing**, Google Skillshop
- **Business Marketing Strategy**, Meta Blueprint

ADDITIONAL

- Multi-market client experience: India + MENA
- Strong team coordination and stakeholder handling
- Experienced in managing high-budget performance campaigns