

AREEBA TYAGI

DIGITAL MARKETING STRATEGIST

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OBJECTIVE

Results-driven Growth Marketing Lead with 4+ years of experience in performance marketing, affiliate partnerships, and team leadership. Expertise in scaling Meta Ads, Google Ads, and Native campaigns with proven ROI optimization across health, insurance, and e-commerce verticals. Skilled in funnel optimization, client servicing, and cross-functional collaboration.

CORE SKILLS

Performance Marketing	Meta Ads, Google Ads (Search, Display), Native Ads
Affiliate Management	Awin, Partnerize, FlexOffers, Point2Web, Network Onboarding
Analytics & Tracking	ClickFlare, Trackier, Postback Integration, Performance Dashboards
Design & Development	Adobe Photoshop, Canva, Landing Page Optimization
Tools & Reporting	Google Sheets, MS Excel
Leadership & Team Management	Client Servicing, Sales Coordination, Cross-functional Collaboration

EXPERIENCE

Senior Media Buyer Affiliate & Performance Marketing Company	Sep 2024 - Present <i>Gurgaon</i>
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- Lead a team of 5 media buyers, overseeing performance planning, daily optimization, and scaling strategies across Meta Ads, Google Ads, and Native platforms, achieving consistent month-over-month growth.
- Drive high-ROAS search arbitrage campaigns on Meta Ads using feeds (DomainActive, Tonic, Ads.com, etc), resulting in profitable scaling across multiple accounts.
- Implement advanced tracking and optimization using ClickFlare for funnel-level analysis, click quality assessment, and ROI-based decision making, improving campaign efficiency by optimizing underperforming funnels.
- Plan and execute Meta CPL (Cost Per Lead) campaigns across competitive niches including Health, Insurance, Automobile, and Home Services, etc consistently meeting client acquisition targets.
- Scale traffic generation through Native Advertising platforms (Taboola), driving consistent website traffic and conversions while maintaining profitable ROI through creative and placement optimization.
- Oversee Google Ads campaigns including Search, Display, and Discovery Ads, optimizing bid strategies and audience targeting for maximum performance.
- Handle end-to-end client servicing including affiliate approvals from Awin, Partnerize, Impact and FlexOffers, onboarding third-party networks, securing direct brand campaigns, email pitching, follow-ups, and client reporting.
- Collaborate cross-functionally with design, content, and tech teams to ensure seamless campaign execution and continuous improvement in websites.

Media Buyer - Meta Ads (Search Arbitrage) Digigrove Digital Pvt. Ltd.	Mar 2024 - Aug 2024 <i>Udyog Vihar, Gurgaon</i>
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- Managed Meta Ads and Google Ads campaigns for multiple client accounts, focusing on search arbitrage and performance optimization.
- Achieved consistent ROI improvement through strategic bid optimization, audience segmentation, and A/B testing of ad creatives and copy.

- Created detailed performance reports using MS Excel and Google Sheets, providing data-driven recommendations for campaign scaling.
- Conducted extensive ad copy and creative testing to identify winning combinations, resulting in improved CTR and conversion rates.
- Implemented cost-efficiency strategies including dayparting, placement optimization, and audience exclusions to maximize campaign profitability.
- Supported ongoing learning initiatives in SEO, SEM, and emerging marketing tools to enhance overall campaign effectiveness.

Media Buyer Executive - Meta & Google Ads
Purple Thinkers

Dec 2022 - Mar 2024
Gurgaon

- Executed Meta Ads search arbitrage campaigns with focus on identifying and scaling profitable ad sets across various verticals.
- Optimized campaigns based on key metrics including CTR, CPC, and conversion data, consistently improving campaign performance.
- Designed engaging ad creatives using Adobe Photoshop and Canva, resulting in higher engagement rates and lower acquisition costs.
- Performed traffic quality analysis and funnel improvement initiatives to enhance overall campaign ROI.
- Maintained comprehensive performance reporting and campaign documentation for stakeholder review and optimization planning.

Software Engineer Trainee (Internship)
Ducat India

Nov 2021 - Mar 2022
Noida

- Completed intensive training in Python Full Stack Development, covering HTML, CSS, JavaScript, Python, Django, and SQL.
- Built functional web applications demonstrating proficiency in both frontend and backend integration.
- Developed strong technical foundation that enhances current capabilities in landing page optimization, tracking implementation, and marketing technology integration.

EDUCATION

B.Tech - Computer Science & Engineering CSA University of Agriculture Engineering & Technology, Kanpur	2022
Intermediate - CBSE Nalanda Public School	2017
High School - CBSE Cambridge International School	2015