JANAM VARANDANI

Marketing, Creative and AI Lead | Paid Media, Social, Brand and Automation

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PROFESSIONAL SUMMARY

Marketing, creative and AI lead with eleven years on global accounts, including ten at Amura, a growth marketing agency, rising from Social Media Executive to Director, Creative Solutions and Strategy. Led a 60-person creative team, managed annual budgets of A$150,000 to A$500,000 and built a business unit with its own P&L and pipeline. Contributed to the Australian launch of Bonaire, with A$300,000 in sales in three months. Builds AI agents and workflows through Nobody & Co.

SELECTED COMMERCIAL CAMPAIGN RESULTS

- **Australian market launch, Bonaire:** contributed to the launch strategy across Meta and Google. Campaign outcomes: A$300,000 in sales in three months at a marketing cost of 35% of sales, about a 2.9x return on spend.
- **Symphony, global air-cooling brand (D2C):** led performance and retargeting across Google and Meta with personalised WhatsApp coupons, temperature-based regional budgets and a faster checkout. Campaign outcomes: revenue up 190%, orders from paid campaigns up 330%, enhanced conversion rate up 140%, click-through rate up 43% and advertising cost of sales down 44%.
- **Symphony, global air-cooling brand:** led B2B lead scoring, marketing automation and a WhatsApp pre-sales bot through the peak season. Campaign outcomes: 30,000+ leads, 10,000+ SQLs and A$4 million+ in revenue.
- **Atomberg, consumer appliances ecommerce:** led a multi-platform sales strategy across the website and Amazon with remarketing, CRM nurturing and a custom attribution model. Campaign outcomes: 246% revenue growth, a 40% higher ecommerce conversion rate and a 15% advertising cost of sales.
- **Skin and Hair Academy, Glenmark:** led the content, social and community programme for a dermatology and trichology portal. Campaign outcomes: 14x reach, 36x engagement, 120 million impressions and cost per click down 60% on the previous best.
- **Cummins, B2B:** built a LinkedIn presence from zero to 200,000+ followers through integrated paid and organic content.

CORE SKILLS

- **Paid media and growth:** Google Ads, Meta Ads, LinkedIn Ads, TikTok Ads and programmatic; GA4, Google Tag Manager and Conversions API.
- **Social, content and creative:** Instagram, TikTok, YouTube, LinkedIn, Reddit, Pinterest, X and Snapchat; influencer and UGC programmes; video shoots and edits.
- **B2B, SaaS and ecommerce:** lead scoring, marketing automation and account-based marketing in HubSpot; Shopify, Klaviyo and Mailchimp.
- **AI, agents and workflows:** AI agents and workflows built with n8n, Make, Zapier and MCP integrations; Claude Code and ChatGPT for content systems and customer service; AEO and GEO.

Tools: Google Ads | Meta Ads | LinkedIn Ads | TikTok Ads | GA4 | GTM | HubSpot | Shopify | Klaviyo | WordPress | Premiere Pro | DaVinci Resolve | Photoshop | CapCut | n8n | Make | Zapier | MCP | AI: Claude, Claude Code, Codex, Grok, ChatGPT

PROFESSIONAL EXPERIENCE

Director | Nobody & Co., own consultancy

Mar 2026 – Present

- Project, Bad Poets Club (D2C apparel brand): ran customer acquisition, Meta Ads, Google Ads and Shopify ecommerce operations, generating about A$100,000 in revenue in six months at a ROAS above 3 and a CAC of about A$10.
- Built an AI-agent-run marketing agency concept: designed the agent system, launched a live demo and defined pricing and go-to-market positioning.
- Delivers AEO and GEO (answer and generative engine optimisation) for clients: structured, answer-led content and schema so brands are found and cited in AI search results as well as Google and Bing.

Director – Creative Solutions & Strategy | Amura Marketing Technologies

Dec 2023 – Mar 2026

Sales & Business Unit Ownership

- Created a business unit with its own P&L and sales pipeline, owned its operations, marketing, sales, brand and profitability, and converted pipeline into upsell, recording the highest upsell in three consecutive quarters.

Team Leadership & Client Relationships

- Led a 60-person team across design, motion graphics, SEO, social and content, managed senior client relationships across consumer, healthcare and real estate accounts, and presented strategy directly to CXOs.

Campaign Delivery & Reporting

- Managed search, display and remarketing campaigns across Google, Meta and LinkedIn for a multi-client portfolio, managing annual marketing budgets of A$150,000 to A$500,000.
- Contributed to the Australian launch strategy for Bonaire across Meta and Google. Campaign outcomes: A$300,000 in sales in three months at a marketing cost of 35% of sales.
- Client partner on most accounts, from strategy sessions to annual reports. Built a business unit with its own P&L and pipeline, with the highest upsell three quarters running. Led a celebrity World Cup 2023 video campaign from concept to final edit.

Director – Social Media Marketing | Amura Marketing Technologies

Aug 2022 – Nov 2023

- Led social media strategy and delivery for a consumer and healthcare client portfolio, from content and influencer strategy through to paid social and reporting.

Senior Manager – Social Media Marketing | Amura Marketing Technologies

Jul 2019 – Jul 2022

- Contributed to the Apollo Munich account's 50% reduction in cost-per-click and 63% reduction in customer acquisition cost through continuous bid, keyword and landing page optimisation.
- Contributed to the Cipla Health ActivKids launch: connected consumer education with paid acquisition, website improvements and a subscription-based retention approach, selling 82,000+ tubs in three months.
- Built Cummins' LinkedIn presence from zero to 200,000+ followers through integrated paid and organic execution.

Earlier progression | Amura Marketing Technologies

Dec 2015 – Jun 2019

- Promoted from Social Media Executive to Senior Social Media Executive, Team Lead and Manager, Social Media Marketing in under four years.

EDUCATION AND CREDENTIALS

Master's, Advertising & Public Relations
Indira School of Communications, Pune (2014 to 2016)
Bachelor of Business Administration
Devi Ahilya Vishwavidyalaya (DAVV), Indore (2010 to 2013)
Jury member, influencer marketing panel hosted by Social Samosa, 2025