

JANAM VARANDANI

Digital Marketing and Client Growth Professional | Paid Media, Social, Brand and Ecommerce

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PROFESSIONAL SUMMARY

Marketing and growth professional with 10 years at Amura Marketing Technologies, a digital marketing agency, rising from Social Media Executive to Director. Led a 60-person creative team and managed annual client budgets of A\$150,000 to A\$500,000 across Google, Meta, LinkedIn and Amazon. Clients included Apollo Munich, Cipla Health, Cummins, Sun Pharma and real estate developers DLF, Emaar and Hiranandani. Hands-on in paid media, social, ecommerce and reporting, using Claude, Runway and ElevenLabs. Contributed to Bonaire's Australian market launch.

SELECTED COMMERCIAL CAMPAIGN RESULTS

- **Bonaire, Australian market launch:** 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.
- **Apollo Munich:** contributed to a 50% reduction in cost per click and a 63% reduction in customer acquisition cost through bid, keyword and landing page optimisation.
- **Cipla Health, ActivKids:** contributed to social, content and influencer strategy within the national launch. Campaign outcomes: 82,000+ tubs sold in three months, an 850% conversion rate increase and online sales attribution rising from 5% to 40%.
- **Business unit growth, Amura:** established a business unit with responsibility for its P&L, sales pipeline and operations, recording the company's highest upsell for three consecutive quarters.
- **Bagline, Arjun Rampal:** conceived and led a celebrity campaign that aired nationally during the ICC Cricket World Cup 2023, from concept through production to delivery.
- **Sun Pharma, Prohance:** contributed to the Amazon go-to-market. Campaign outcomes: a 38.5% increase in Amazon sales in one month and a 59.46% share of orders from new customers.

CORE SKILLS

- **Paid media and ecommerce:** Google Ads, Meta Ads, LinkedIn Ads and Amazon Ads, CAC and ROAS tracking, Shopify, Klaviyo, conversion testing.
- **Social, content and brand:** Instagram, TikTok, LinkedIn and YouTube content, UGC and influencer campaigns, video production from concept to edit, brand and campaign strategy.
- **Analytics and reporting:** GA4, Google Tag Manager, Looker Studio, HubSpot CRM, client reporting and budget management.
- **Leadership and delivery:** led a 60-person creative team, built a business unit with its own P&L and sales pipeline, client and stakeholder management, agency and freelancer briefing.

Tools: Google Ads | Meta Ads Manager | GA4 | GTM | Looker Studio | Shopify | Klaviyo | HubSpot | Adobe Creative Suite | CapCut | DaVinci Resolve | AI: Claude, Runway, ElevenLabs

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 ecommerce operations, generating about A\$100,000 (INR 60 lakh) in revenue in six months at a ROAS above 3 and a CAC of about A\$10 (INR 550).
- Built an AI-agent-run marketing agency concept: designed the agent system, launched a live demo and defined pricing and go-to-market positioning.

Director – Creative Solutions & Strategy | Amura Marketing Technologies

Dec 2023 – Mar 2026, India

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.
- Negotiated commercial terms directly with talent and creator agents on celebrity-led campaigns, including Bagline (Arjun Rampal).

Client Relationships & Proposals

- Managed senior client relationships across consumer, healthcare and real estate accounts, presented strategy directly to CXOs, and aligned campaign plans with business priorities.

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.

Team Leadership

- Led a 60-person creative team across designers, motion graphics, web design, SEO, social media, and content and copy.

Director – Social Media Marketing | Amura Marketing Technologies

Aug 2022 – Nov 2023, India

- 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, India

- 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.
- 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, India

- 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