

KUNAL VERMA

GROWTH MARKETING

EXPERIENCE

Digital Consultant | Independent

FEB '26 — PRESENT · REMOTE, NJ

- Own end-to-end growth marketing strategy across a portfolio of B2B and B2C clients, from acquisition and conversion to content, organic, and paid media
- Run the full marketing engine for Benares (NYC restaurant) on a revenue-share partnership across organic, Google Business Profile, paid Meta/Google campaigns, and content to shift orders from third-party apps to direct
- Scaled SupplySeva, a B2B food distribution brand, with an e-commerce/catalog platform, content, and AI-powered workflows (invoice OCR, automated ordering) that drive demand generation and retention
- Built the Soma beverage brand end-to-end, covering identity, go-to-market content, and digital presence for retail launch
- **Main Skills:** *Growth Strategy, Content & Organic, Paid Search/Social, Client Strategy & Reporting, AI Automation & Workflows*

Paid Marketing Strategist | David Taylor Digital

JAN '24 — DEC '25 · SOMERSET, NJ

- Developed and executed growth marketing programs for 15 B2B/SaaS brands, driving 30%+ YoY revenue gains
- Led optimization strategies for conversions and ROAS using A/B testing, audience segmentation, marketing automation and advanced data analysis
- Created advanced dashboards and automated data analysis, reducing manual analytics by 50%
- **Main Skills:** *Paid Search, Programmatic, Paid Social, SEO, Website Maintenance, Quarterly Business Reviews, Reporting/Data Analysis, AI*

SEO Analyst | CMI Media Group

MAY '23 — JAN '24 · PHILADELPHIA, PA (HYBRID)

- Worked closely with SEM, Business Insights, Data Analytics, Client Finance, Programmatic and Paid Social teams to meet client objectives
- Led quality-score optimization initiatives for high-spend pharma accounts (500K+/month), achieving ~25% average CPC reductions
- Owned and maintained relationships with brand leads and partner agencies
- **Main Skills:** *Project Management, Cross Channel Marketing Strategy, Reporting/Data Analysis*

SEM Specialist | Fruition

SEP '22 — APR '23 · DENVER, CO (REMOTE)

- Managed Paid Search, UX/UI, Social & Dev objectives for clients on a monthly basis, serving as both account director and SEM specialist
- Developed and implemented monthly marketing strategies for 11 B2B & B2C clients
- Planned & executed 4 client website launches with our website development team to ensure smooth transitions
- **Main Skills:** *Sales presentations, Reporting/Data Analysis, Wordpress, SEM, Salesforce, Javascript, Excel, Cross Channel Marketing Strategy*

SEO Content Strategist | Stream Companies

APR '21 — SEP '22 · MALVERN, PA (REMOTE)

- Owned website and content strategy for 25 clients, achieving major performance gains such as keyword growth of 40% YoY and organic traffic increases of 50% YoY
- Coordinated with PPC, Social, and Client Services teams to ensure unified campaign strategy and maximize ROI across channels
- **Main Skills:** *Wordpress, A/B testing, Technical Audits, Content Creation, Reporting/Data Analysis, Mentoring, and Project Management*

Digital Media Manager | PBM The Label

DEC '19 — JAN '21 · CLIFTON, NJ

Business Analyst Intern | Cred Technologies

DEC '18 — DEC '19 · PHILADELPHIA, PA

Co-Founder | Jersey Champs LLC

SEPT '16 — OCT '18 · BRIDGEWATER, NJ

EDUCATION

BrainStation | Diploma, Digital Marketing

JAN '21 — APR '21

Rutgers University | Bachelors in Finance, Minor Math

SEPT '15 — SEPT '19

CONTACT

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PROFILE

7+ years of experience in growth marketing, data analysis and performance optimization across 4 agencies and 100+ B2B and B2C clients, paired with a formal education in finance, math and digital marketing. Outside of work I love to explore nature and spend time with my dog.

SKILLS

Microsoft Excel

Google Analytics

Google Ad Manager

Google Tag Manager

Google Search Console

Google Optimize

Hubspot

Looker Studio

Salesforce

Apollo

LinkedIn Advertising

Wordpress

Drupal

Chat GPT

Claude

HTML

Javascript

Brightedge

Ahrefs

SEMrush

Pitchbox

Facebook Ads Manager

Screaming Frog

MOZ

Tableau

Mailchimp

StackAdapt