

RAJAT JUNEJA

DIGITAL/ PERFORMANCE MARKETING PROFESSIONAL

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PROFESSIONAL SUMMARY

Digital Marketing Executive with hands-on experience in performance and content marketing, specialising in paid media, SEO and conversion optimisation. Proven ability to reduce CPA, improve ROAS and optimise full-funnel campaign performance through data-driven strategies. Backed by Master's degrees in Marketing and Business Analytics, combining strong analytical insight with practical campaign execution across Google Ads, Meta Ads and CRM platforms.

KEY SKILLS

DIGITAL MARKETING & PERFORMANCE

Paid Advertising | Google Ads | Meta Ads | SEO | CRO | Retargeting | Audience Segmentation | Email Marketing | Content Strategy | ROAS Optimisation | Social Media Marketing | Copywriting

ANALYTICS & CRM

GA4 | HubSpot | Salesforce | Siebel | SEMrush | Mailchimp | ActiveCampaign | Excel | Power BI | SAS Viya

CMS, CREATIVE & AI TOOLS

WordPress | Shopify | Canva Pro | Adobe InDesign | ChatGPT | Claude | Copilot | Gemini

RELEVANT & PRESENT WORK EXPERIENCE

MARKETING EXECUTIVE (REMOTE/ PART- TIME)

VARYRA | ALIGARH, INDIA

Oct 2022 – Feb 2025

- Managed and optimised Google Search & Shopping campaigns, reducing CPA through keyword optimisation and bid strategy improvements while maintaining strong ROAS.
- Implemented end-to-end marketing operations by integrating Shopify/WordPress with HubSpot CRM, enabling accurate lead tracking and automated email flows (abandoned cart & post-purchase).
- Improved SEO performance, increasing organic traffic by 10% and boosting keyword rankings by 20% using SEMrush and search intent optimisation.
- Analysed full-funnel performance using GA4, identifying drop-off points and improving conversion through targeted content and UX adjustments.
- Enhanced customer engagement through automation tools including WhatsApp Business API and AI chatbots, improving response time and user experience.

SALES & MARKETING CONSULTANT

TELSTRA | WOLLONGONG, AUSTRALIA

March 2023 – Present

- Exceeded sales targets by up to 200% through consultative, needs-based selling and personalised customer solutions to help improve conversion rates and customer experience (NPS).
- Consistently achieved key KPIs including Gross Profit (GP), product targets, and compliance, aligning sales performance with business objectives.
- Leveraged Salesforce & Siebel CRM to track customer interactions, manage pipelines, identify upselling and retention opportunities and managed customer documentation.
- Contributed to in-store marketing initiatives by positioning offers and promotions to maximise customer value and revenue per transaction.

PROJECTS

Personal Branding Website & Yoga Brew Campaign

- Built a personal marketing portfolio website to showcase digital marketing projects, campaign strategy and practical execution: <https://rajatjuneja.com/>
- Created a live landing page for Yoga Brew, a mock wellness coffee brand designed as a lead-generation campaign: <https://rajatjuneja.com/yoga-brew/>
- Set up campaign infrastructure using WordPress, HubSpot, Meta Ads Manager and GA4 to support lead capture, tracking and performance analysis.
- Paid ads, dashboard reporting and final campaign analysis are currently in progress and will be added to the portfolio once results are collected.

Leadership Program Level 1 – Telstra (Wollongong)

- Developed understanding of **managerial responsibilities** including team performance tracking, coaching techniques, and driving store KPIs such as **GP, NPS, and compliance**.
- Gained exposure to **operational decision-making and leadership practices**, including staff support, performance feedback, and maintaining high standards of customer experience.

Digital Marketing Project – Mobile Konnect (University of Wollongong) View [Full Project](#)

- Designed full-funnel digital marketing strategy across SEO, SEM, email and social media channels.
- Developed TOFU–MOFU–BOFU campaign framework aligned with customer journey mapping.
- Created SMART objectives and defined KPIs including CTR, conversion rate and bounce rate.
- Proposed Google Ads, influencer marketing and email campaign strategies to drive measurable growth.

Marketing Communications Project – Sunbutter Sunscreen (University of Wollongong)

- Produced 30-second video advertisement demonstrating creative scripting and campaign messaging.
- Recognised for strong call-to-action and audience engagement impact.
- Watch the ad: [YouTube Link \(URL - https://youtu.be/3dp7HQuvq5g\)](https://youtu.be/3dp7HQuvq5g)

EDUCATION

Master of Marketing (Distinction)

University of Wollongong

Aug 2022 – Nov 2023

WAM – 7.6

Master of Business Analytics (Distinction)

University of Wollongong

Feb 2024 – Nov 2024

WAM – 7.6

Bachelor of Arts in Economics

University of Delhi

July 2017 – Nov 2020

WAM – 7.3