

RAJAT JUNEJA | <https://rajatjuneja.com/>

DIGITAL/ PERFORMANCE MARKETING COORDINATOR

0450453076 | rajatjuneja3333@gmail.com | www.linkedin.com/in/rajatjuneja3333 |

FULL WORKING RIGHTS IN AUSTRALIA – NO EMPLOYER SPONSORSHIP REQUIRED

PROFESSIONAL SUMMARY

Marketing graduate with hands-on experience across SEO, content optimisation, paid media, CRM, analytics and website performance. Experienced in supporting Google Ads, Meta Ads, GA4, HubSpot, WordPress, Shopify and reporting workflows, with a strong interest in performance marketing, emerging search technologies and agency-side client work. Backed by Master's degrees in Marketing and Business Analytics, combining analytical thinking with practical campaign execution and customer-facing communication experience.

KEY SKILLS

MARKETING, CAMPAIGNS & CUSTOMER ENGAGEMENT

Campaign Coordination | Marketing Strategy | Lead Generation | Customer Engagement | Brand Awareness | Sales Enablement | Retail Marketing | Member Services | Client Communication | Stakeholder Coordination | Project Coordination | Event Support | Timeline Management | Attention to Detail

DIGITAL MARKETING & PERFORMANCE

Paid Advertising | Google Ads | Meta Ads | SEO | CRO | Retargeting | Audience Segmentation | Email Marketing | Social Media Marketing | Website Optimisation | Search Intent Optimisation | Content Optimisation | ROAS Optimisation | Campaign Reporting | Reporting Insights | WordPress | Shopify

CONTENT, BRAND & CREATIVE

Content Creation | Content Strategy | Copywriting | Website Content | Social Media Captions | Newsletters | Blog Content | Campaign Assets | Brand Messaging | Promotional Content | Customer Journey Mapping | Canva Design | Short-Form Video Concepts | Proofreading | Canva Pro | Adobe InDesign

ANALYTICS, CRM & MARKETING TECHNOLOGY

GA4 | HubSpot | Salesforce | Siebel | SEMrush | Mailchimp | ActiveCampaign | Marketing Automation | Lead Tracking | Customer Segmentation | Funnel Analysis | Excel | Google Sheets | Power BI | SAS Viya | ChatGPT | Claude | Copilot | Gemini

RELEVANT & PRESENT WORK 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.

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.

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.
- Currently expanding the project with live paid ads, dashboard reporting and campaign analysis.

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](https://youtu.be/3dp7HQuvq5g) (URL - <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