Devaraju Pichchuka

Performance Marketing Lead | Paid Search, Attribution & Growth

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SUMMARY

Performance marketer with 13 years across paid search, attribution and growth for B2B SaaS, e-commerce and consumer brands. Directed ad budgets of up to about $480K a month, led teams of 15+, and built the tracking, reconciliation and automation systems that show which spend actually earns profit. Known for fixing measurement first, then right-sizing spend from true revenue, CAC and LTV:CAC.

HOW I WORK: SIX-PILLAR GROWTH SYSTEM

1 Measurement & Revenue Integrity **2** Campaign Intelligence **3** Conversion Optimisation **4** Acquisition Economics & BI **5** Business Automation **6** Prioritized Action Plan

EXPERIENCE

Senior Manager, Performance Marketing, Spocket Inc (Canada)

Jun 2025 – Sep 2026

Individual contributor. In-house paid search for three accounts (Spocket, Alidrop, Dropshiptool) on Google and Bing, plus affiliate. Owned CAC, ROAS, LTV:CAC and profitability.

- **Alidrop:** audited tracking with engineering and built a UTM schema down to keyword and placement, then tied Stripe revenue to campaign, keyword and country. Revenue-to-spend rose from 0.56x to a 2.48x peak while monthly spend was cut by about two-thirds, agreed with the CEO on true profitability.
- **Spocket Google:** split branded from non-branded results and cut non-branded spend by about 70%; non-branded ROAS moved from about 0.20x to a sustained 2.3x to 2.5x. Account delivered 2.50x cumulative ROAS on $527K spend.
- **Dropshiptool:** Google ROAS from 0.37x to a 3.91x peak and Bing from 0.51x to 6.54x. Ran a planned scale test and cut spend when the trial cohort converted poorly to paid.
- Implemented GCLID capture to reduce the Stripe-versus-Google conversion discrepancy from 36% to 17%.
- Built a Daily KPI Tracker (Google Apps Script) combining Stripe and Google Ads data across three accounts, and a Revenue vs Cost automation (Google Ads API) with Pareto-tiered campaign and country dashboards used for daily budget and bid decisions.
- Led recovery after a location-exclusion change cut trials: country-level pre/post analysis, a reversal, phased rollouts and a checkpointed recoup plan.
- Tested Meta, Reddit and OpenAI Ads under volume limits and stopped them when paying-customer evidence was missing. Took over affiliate (PartnerStack, Impact). Dependable Excellence Award.

Performance Marketing Director, Geny Medium Pvt Ltd

Feb 2023 – Feb 2025

Led 15+ people across Google, Meta, GA4, GTM and DV360 for 20 to 25 brands in real estate, education and healthcare.

- Directed about Rs. 4 crore (~$480K) a month, roughly 90% Google Ads and 10% Meta.
- Implemented Enhanced Conversions and closed CRM-to-platform data gaps, improving cost per lead by 15 to 20%.
- On a Rs. 50L/month account, diagnosed a three-way attribution conflict (Google over-reporting leads versus LeadSquared CRM) and re-anchored decisions to CRM outcomes.
- Built a full-funnel creative evaluation framework linking CTR, CPC and view rate to MQL, SQL and sales; ran scenario-based optimisation training and designed team SOPs.

Senior Manager, Performance Marketing, Ethinos Digital Marketing

Oct 2020 – Jan 2023

Large-budget accounts including Decathlon, Country Delight and ICICI Direct.

- Managed a team of 5, ran weekly and bi-weekly account reviews, delivered Google and Meta training, and represented the division in monthly business reviews. Best Employee of the Month.

Digital Marketing Manager, Seagull Advertising

Apr 2019 – Oct 2020

- Managed high-value budgets for real estate and education across Google, Meta, LinkedIn, YouTube and display. Built pitch decks for new business and used HubSpot.

Digital Marketing Manager, Ting Digital LLP — Jul 2018 – Apr 2019

- Ran Australian e-commerce campaigns and grew ROAS from 2x to 4x through Merchant Center feed optimisation and campaign segmentation.

Earlier career, Teleperformance and Genpact India — May 2013 – May 2018

- **Team Lead, Teleperformance (2017–2018):** daily huddles, 1:1 coaching and weekly dashboards presented in client business reviews.
- **Agency Development Manager, Genpact (2013–2017):** managed 40+ advertising agencies, ran QBRs with C-level stakeholders and led a 10-member team. Silver Award and five Bronze Awards.

SKILLS

Platforms: Google Ads, Bing Ads, Meta, LinkedIn Ads, DV360, Merchant Center. **Measurement:** GA4, Google Tag Manager, Enhanced Conversions, GCLID and UTM design, Microsoft Clarity, AppsFlyer, Firebase. **Data and automation:** Stripe and CRM reconciliation (LeadSquared), Google Apps Script, Google Ads API, KPI dashboards. **Other:** PartnerStack, Impact, HubSpot, team leadership, SOP design.

EDUCATION AND CERTIFICATIONS

PGDM, Marketing Management, Narsee Monjee Institute of Management Studies (2016–2018). Certified in Google Ads, Google Analytics, Google Tag Manager and Display & Video 360. **Languages:** English, Telugu and Hindi (fluent), Bengali.