Anirudh R

Growth & Performance Marketer

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SUMMARY

For more than 6 years I've been the person growing businesses hand their marketing to, often as the only marketer. My work starts in the ad accounts but rarely ends there. I set up the tracking, follow customers through the funnel to see where they give up, and fix the problem myself, whether that's a landing page, an app screen or a feature in the billing software. At Merago, that took the app's first-step conversion from 11% to 29% and doubled our stores' monthly direction requests from Google while cutting spend by 80%.

EXPERIENCE

Merago · Senior Digital Marketing Executive — Bengaluru · Jan 2025 – Present

Merago runs a telehealth app, SmartClinics, pharmacies, the Lens&Shades optical chain and merago.ai. I joined to run digital marketing and ended up working across the business, from app growth to the software our stores use.

- Designed most of the UI/UX for the Merago One app's AI-first rebuild around Belinda, our AI health assistant, as it moved from native iOS and Android to React Native.
- Took the app from about 1,000 installs to more than 11,000 in 10 weeks with Google App campaigns in 6 Indian languages at ₹8.33 per install, tracking every install through Amplitude and AppsFlyer to see who actually used it.
- That tracking showed most new users leaving at the login screen, so I designed and built a guest flow that lets people use the app before signing up. In Bengaluru, new users taking a first step rose from 11% to 29%.
- Our store campaigns were spending on broad searches that rarely brought anyone in, so I moved the budget into hyperlocal campaigns for each location. We got about 2x the direction requests a month while cutting spend by 80%, at ₹28 per request instead of ₹274.
- Ran Meta lead-form and click-to-WhatsApp campaigns for home eye tests, bringing in more than 520 form leads at about ₹145 each and WhatsApp enquiries at ₹27–46 each.
- Because I could build, I also became one of Merago's developers. I built the app's pages for health plans, lab tests and checkout, wrote most of the hospital system's pharmacy module (stock, purchases, GST invoicing and reports), now used in 6 pharmacies, and helped build Lens Retail, the billing system in 6 optical stores.
- Listed about 7,000 frames from 14 stores on lensandshades.com with Merchant Center and Meta feeds, added lead forms and event tracking to the store, and run SEO and Google Business Profiles for 16 locations.
- Designed and staffed our booth at WHX Dubai 2025, where we launched merago.ai to prospective partners, then built its website and ran its social media. It's now used in 2 clinics. I also designed our FROEXPO 2024 stall.
- Wrote and designed the proposals, employer decks and health camp reports for our corporate health plans, which helped sign Lumine as a client. Along the way I've managed ₹10–12 lakh in marketing spend across Google and Meta ads, weekly WhatsApp broadcasts and print, and led 2 full-time executives across listings, photography, video, social media and design.

Lens&Meds · Senior Digital Marketing Executive — Bengaluru · Nov 2023 – Dec 2024

I came back to Lens&Meds, by then 14 eyecare and pharmacy stores, as its senior marketer to grow store visits and the home eye test service. In late 2024 the team moved under Merago.

- Turned the home eye test into a steady source of sales. Meta lead forms, click-to-WhatsApp ads and the website's booking form brought in about 250 enquiries a month on about ₹300 a day in ads, and about 15% became paid home visits: 35–40 a month at about ₹2,500 each, or about 10x the ad spend.
- Rebuilt the WordPress site around services, store locations and lead capture, and worked the stores' Google Business Profiles into the top 3–4 map results for "opticals near me".
- Paired social media and click-to-WhatsApp ads with WhatsApp Business API broadcasts to past customers, which lifted footfall and revenue by about 20% while nothing else in our marketing changed.

- Set up Google Tag Manager, GA4, Meta Pixel and Microsoft Clarity so we could see which campaigns actually drove visits, listed about 50 products on Amazon and Flipkart, and led 2 full-time executives.

Earthup Lifestyle · Web Developer & Digital Marketing Executive — Bengaluru & Remote · Jan 2022 – Nov 2023

Most of my time went into ThatBrand, Earthup's jewellery label, which I ran almost single-handedly, working remotely from Oct 2022.

- Built the WooCommerce store from scratch, with more than 20 product categories, a blog and SEO from day one.
- Ran Meta catalogue ads at about ₹500 a day for 5–6 orders a week at about ₹1,500 each, more than 2x the ad spend.
- Planned festive campaigns for Diwali, Navratri, Raksha Bandhan, Ugadi and Vishu with influencers, negotiated the collaborations and organised the product shoots.
- Took the brand offline too, running pop-up stalls at breweries and festivals like Durga Puja, and handled the sourcing and logistics behind every order.

Lens&Meds · Digital Marketing Executive — Bengaluru · Aug 2020 – Jan 2022

My first full-time role, handling everything digital for a young eyecare chain.

- Ran the brand's Facebook and Instagram, making the posts, videos and graphics myself.
- Built the WordPress store and its ad tracking, then launched a page for kids' blue-light glasses that sold 30–40 pairs a month at ₹799 for 2–3 months, on about ₹650 a day across Google and Meta.
- Got the site onto page one of Google for "kids blue light glasses" and "free home eye test bangalore".
- Designed the flyers, banners and booths for in-store promotions, and worked with the app developers to wireframe the customer app and backend portal in Figma and Adobe XD.

Freelance · Social Media & Web — Bengaluru · Apr 2018 – Jun 2021

- Ran social media and SEO for The Yellow Pumpkin, a Bengaluru bakehouse and houseplant store, optimising more than 100 product listings and getting the site onto page one for "buy houseplants in HSR Layout".
- Managed influencer partnerships end to end, growing a creator's fees from barter deals to ₹30,000 per campaign and the account from 10,000 to 40,000 followers.

PROJECTS

- Maison Danichgah (maisondanichgah.com): website and CMS for a London luxury furniture brand, built solo.
- Tallwater Forge (tallwaterforge.com): my own studio for design, development and growth work.

SKILLS

Paid acquisition	Google Ads (Search, App, Performance Max), Meta Ads, Merchant Center, WhatsApp API
Tracking & analytics	GA4, Tag Manager, Meta Pixel, Amplitude, AppsFlyer, Clarity, Search Console
SEO & local	Google Business Profile, technical SEO, Semrush, Ahrefs, Screaming Frog
Building	PHP, React Native, JavaScript, WordPress, OpenCart, Shopify, Git, Claude Code
Creative	Illustrator, Photoshop, CorelDRAW, Figma, Canva, video, print and exhibitions

EDUCATION

BE, Information Science and Engineering · Malnad College of Engineering, Hassan · CGPA 8.21 — 2017