Akshun Dogra

Nationality: Indian   **Date of birth:** 14/06/1998   **Gender:** Male   📞 **Phone number:** (+49) 017667730740

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in **LinkedIn:** www.linkedin.com/in/akshundogra

▶ **YouTube:** https://www.youtube.com/@akshundogra

👤 **Github:** https://github.com/akshundogra

🌐 **Website:** https://akshundogra.com/

📍 **Home:** Nürnberg (Germany)

ABOUT ME

My name means "undestructable" and that mindset shapes how I work.
B2B Growth & Performance Marketing Specialist with 6+ years of experience driving measurable revenue impact. Skilled in scaling paid media (Google Ads, LinkedIn, Meta), SEO, and CRM-driven growth strategies. Combines marketing expertise with technical capabilities (automation, analytics, Python/SQL) to optimize funnels, improve attribution, and maximize ROI (ROAS 36x+). Experienced in A/B testing, audience segmentation, and building data-driven growth systems across the full funnel.

WORK EXPERIENCE

🏢 *Ingestro (Formally nuvo)* – Nürnberg (Remote), Germany

Website: https://www.ingestro.com/

Online Marketing

[06/2023 – Current]

*A Working Student in an AI-driven SaaS startup specializing in data onboarding solutions, m*anaging B2B marketing operations such as :
- Led B2B marketing initiatives across **SEO, paid media (Google Ads, LinkedIn Ads), email, and social channels**, contributing to consistent inbound growth.
- Scaled paid media campaigns and boosted organic **website traffic by 400%**; drove **30% increase in CTR** and cut CPC by **20%** via intensive performance optimization and creative A/B testing.
- Implemented advanced **cohort tracking**, **multi-channel attribution**, and **Plausible, GA4 custom analytics**, improving ROI measurement speed by 50%
- Managed and improved CRM workflows using **Pipedrive**, integrated with **Lemlist** and **Apollo** for outbound lead generation.
- Built and maintained the company website using **Webflow**, applying hands-on skills to build conversion-optimized landing pages in **HTML, CSS, and JavaScript** for higher conversion rates.
- Engineered end-to-end automation pipelines **(Zapier, Make, HubSpot, Apollo, Clay, Lemlist)** — cutting manual effort by 80%, accelerating campaign response times, and scaling lead nurturing at speed.
- Built personalized **ABM landing pages at scale** using Make, Clay, and ChatGPT feeding a dynamic Webflow template — enabling account-specific outreach without manual page builds
- Built and **owned GEO strategy** from scratch — dynamic schema, prompt tracking, and third-party authority signals — turning AI-powered search into a real acquisition channel: **scaling AI-sourced traffic from 1% → 20% and contributing 10% of leads from a channel that didn't exist in the pipeline before.**
- Collaborated cross-functionally with sales, product, and design teams in a fast-paced startup environment, supporting ad-hoc and strategic initiatives while leveraging **Python scripts and SQL queries** for post-campaign data analysis and audience segmentation.

🏢 *INKITIN PTY LTD (ABN 54 634 492 470)* – Chandigarh, India

Website: https://inkitin.com.au/

Digital Marketing - SEO Expert

[01/03/2021 – 19/07/2022]

Led digital marketing initiatives for local Australian businesses, focusing on enhancing **local search visibility** and online presence across regions.
- Developed full-scope **SEO/SEM strategies**, on-page technical fixes (HTML, JS, CSS), and **local SEO** wins with GMB, NAP, and local backlinks.
- Managed **Google Ads and Facebook Ads** campaigns with a monthly ad budget of $50,000 AUD, achieving improved reach and lead acquisition.
- Developed and maintained **SEO-friendly WordPress websites,** ensuring fast load times, mobile responsiveness, and optimized site architecture.

- Implemented **Google Tag Manager and Facebook Pixel** for advanced tracking, remarketing, and conversion attribution.
- Conducted **A/B testing on landing pages and ad creatives**, improving conversion rates while reducing acquisition costs.
- Performed in-depth SEO audits and competitor benchmarking using **SEMrush, Brightlocal, Screaming Frog, and Google Search Console** to identify ranking opportunities.

🏢 *Infowiz Software Solutions* – Chandigarh, India

Digital Marketing intern

[15/01/2020 – 30/06/2020]

Worked as a Digital Marketing intern.
- Supported SEO, PPC, and social media marketing projects for tech clients.
- Ran campaign analysis and reporting using Google Ads Editor, SEMrush, Facebook Business Manager.

🏢 *Freelancer/Self-Employed*

Digital Marketing

[01/01/2017 – 01/12/2021]

- Delivered full-scope **SEO strategies (both on-page and off-page)** and **social media optimization** for diverse clients, improving visibility and organic reach across search engines.
- Managed and optimized **multi-channel PPC** campaigns across Google Ads, Facebook Ads, Pinterest, and Snapchat, using strategic keyword planning and manual CPC bidding to increase conversions.
- Built and maintained client **websites using WordPress**, focusing on mobile responsiveness and SEO architecture to enhance user experience.
- Partnered with **ad networks**, including Google AdSense and Facebook Instant Articles, to implement monetization strategies for blogs and media websites.
- Focused on **affiliate marketing** and tracking systems to diversify client revenue streams and expand digital reach for content-driven clients.

🏢 *Navv Music* – Chandigarh, India

Digital Marketing Intern

[03/06/2019 – 16/12/2019]

Worked as digital marketing intern for singer in Punjabi music industry known as Navv Inder. The Task were to handle various social media handle such as Facebook, YouTube, Instagram.

EDUCATION AND TRAINING

M.Sc International Information System (Wirtschaftsinformatik)
Friedrich Alexander University Erlangen-Nürnberg [17/09/2022 – 31/12/2025]

City: Nürnberg | **Country:** Germany | **Website:** https://www.fau.de/fau/

Erasmus Semester Abroad (Masters)
Universidad Politécnica de Madrid [01/09/2024 – 31/01/2025]

City: Madrid | **Country:** Spain | **Website:** https://www.upm.es/

Bachelor of Engineering (Computer Science & Engineering)(Honours) Specialization with IBM in Big Data Analytics
Chandigarh University [01/07/2016 – 01/06/2020]

Address: NH-95, Ludhiana - Chandigarh State Hwy, Punjab 140413, 140413 Mohali (India) | **Website:** https://www.cuchd.in/

LANGUAGE SKILLS

Mother tongue(s): Hindi

Other language(s): English - C1 | German - C1 | Spanish - A1