

Harman Singh

Performance Marketing Specialist | Growth Marketing Manager

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Performance Marketing Manager and Growth Marketing Specialist with 6+ years of experience driving significant revenue growth (generating \$35M+) for global brands across diverse industries, including Consumer Products, Technology, Internet, Retail, E-commerce, and D2C. Proven ability to manage multi-million dollar marketing budgets (up to \$20M), exceeding ROI/ROAS targets through data-driven strategies and expertise in Google Ads, web analytics, and other digital marketing platforms. Demonstrated success in customer acquisition, conversion improvement, and retention across multiple channels, including paid search, social media, and app campaigns. Strong collaborator with experience managing external agencies and cross-functional teams. Passionate about consumer marketing with experience as a digital media consultant for the Fitness, Fashion, Retail, Beauty industries.

Core Skills

Acquisition Marketing: Google Adwords, Facebook Ads, Search Engine Marketing (SEM), Technical SEO, Paid Media Marketing, Programmatic Ads, Digital Strategy, Social Media Marketing (TikTok, Snapchat, YouTube), App Campaigns (Google, Apple Search Ads), Campaign Management, Display Ads

Growth & Optimisation: Conversion Rate Optimization (CRO), Digital Growth Strategies, Customer Journey Mapping, Customer Insights, Growth Hacking, Performance Analysis, ROAS Optimization, Budget Management, Cross-Channel Marketing, Technical SEO, Landing Page Optimisation, Attribution & Measurement Analytics.

Product & Market Analysis: Market Research, Data Analysis, Product Launch & Development, Go-to-Market Strategy, Customer Segmentation, Pricing Strategy.

Professional Experience

First Screen | Digital Marketing Manager Dubai, UAE (Onsite) | 05.2024 – Till Date

Achieved a 5X increase in product subscriptions (2,000+) across US, UK, and EU markets by implementing targeted Shopify e-commerce campaigns and cross-channel marketing strategies, contributing to business growth.

Generated \$500K in revenue and 2.8x ROAS through data-driven pricing strategies, customer insights, and innovative acquisition marketing campaigns, maximizing ROI and demonstrating expertise in marketing budget management.

Increased MoM orders by 26% by implementing trend-based product diversification and dynamic pricing, resulting in improved conversion rates and contributing to online business success.

Enhanced organic search rankings by 20% for key products through product page conversion optimization and strategic keyword implementation, resulting in a lower blended CAC and improved web analytics.

Tangible Play Inc (Osmo) | Sr. Marketing Manager California, US (Remote) | 04.2022 – 04.2024

Roles & Responsibilities

Developed, managed, and executed cross-channel digital advertising and media strategies (Google, Facebook, TikTok, Bing) for PlayOsmo in the US and Canada, focusing on user acquisition, revenue growth, and user retention.

Monitored, analyzed, and reported campaign performance data (revenue targets, conversion rates, CTR, CPA, ROAS), leveraging customer insights to identify growth opportunities and optimize campaigns.

Collaborated with cross-functional teams (Email, Design, Social, CRM, Product) and external agencies to develop and execute creative assets, ad copy, landing pages, and A/B testing strategies, aligning paid media efforts with user journey mapping and achieving growth objectives

Worked closely with Google, Facebook, and TikTok to enhance campaign performance and ROAS. Implemented multivariate testing to refine audience targeting, messaging, and ad creatives.

Managed budget allocation, bid optimization (CPC, CPM), and performance tracking for global digital channels.

Partnered with the global marketing team to ensure alignment and consistency in media planning and execution across UK, EU, Australia, and New Zealand markets.

Achievements

Achieved **\$14.8M** net revenue for PlayOsmo with a **\$5M spend (ROAS 3.0+)** in FY24.

Boosted the **ROAS** for Google PPC & Facebook Ads by **280% (US)** and **210% (Canada)** in FY24

Generated **\$10.4M revenue** with **\$2.6M** spent through Google **Search PPC ads** for PlayOsmo.com (**ROAS 4.0**)

Contributed **\$4M revenue** to Prime Day (**ROAS 2.45, ACOS 40%**) driven by awareness and sponsored search campaigns.

Successfully launched a Reading Adventure subscription product and **sold 13.8k items, accumulating \$900k LTV** within a year.

Produced **\$800k revenue** through **360K registrations** and **52K app conversions**, driving over **1.1M App installs** for BLD and Epic apps.

Achieved **\$22M US Amazon** net revenue (**TACOS 27%, ROAS 3.6**) for FY23 and FY24.

Expanded Osmo's new Disney products by improving **net revenue by 317%** and orders up by 590% YOY (+ **\$1.16M net revenue**)

Contributions & Collaborations

Supported new product launch and GTM strategy for Osmo's first subscription-based reading product and launched reading adventure product on TV, Paid Socials and Trade shows with **Hollywood star LeVar Burton**.

Managed creative marketing agencies like McCann, Creative Milkshakes, and Disney US to collaborate, develop new messaging and **creative Briefs**, and advertise new marketing concepts based on industry trends.

Launched - **Meet Osmo**, Mom Talk, Campaigns on **TV commercials, socials, Influencer media** etc

Improved website **conversion rate by 56%** by collaborating with product and tech teams, optimizing user experience, website flow, and implementing credit strategies, and email offers thus reducing cart abandonment for Playosmo by 32% in FY 24.

Managed and assisted the team of **global marketing executives** (ANZ, UK, Germany) to optimise campaigns, and align paid media efforts with business revenue KPI objectives.

Stones2Milestones (Freedom) | Marketing Manager

Gurugram, India (Remote) | 10.2020 - 03.2022

Roles & Responsibilities

Led, implemented, and optimized campaigns across Meta Ads, Google Adwords, and other social media ad platforms, ensuring maximum ROI and alignment with growth objectives, demonstrating expertise in marketing budget management and online business growth.

Developed and executed mobile app marketing strategies to increase app downloads, engagement, and customer retention, contributing to business growth and user acquisition.

Collaborated closely with brand teams to develop and execute impactful media plans, providing expert guidance and business insights on budget allocation, channel mix, and performance optimization through A/B Testing

Leveraged analytics to understand customer behaviour, refine targeting, and optimize campaigns for across India, Korea, and Japan for better performance.

Analysed performance metrics, and revenue goals to identify continuous improvement optimization opportunities for clients and make data-driven decisions to enhance digital marketing efforts and business value.

Focused on building relationships with cross-functional teams and strategic partners covering Asia-Pacific markets including India, South Korea, Japan, and Singapore for market penetration, and driving traffic through lead generation.

Achievements

Generated **\$500k revenue with 2.5x ROAS**, achieving 60% quarterly growth for Freedom Live Classes.

Delivered **\$200k revenue (2.95x ROAS)** from new product launch and operating model of 1:1 Live Class subscriptions.

Achieved **1.4M app installs and 480k registrations**, along with a 32% decrease in CPI and a 28% decrease in Cost per registration

Generating over \$400k in revenue for the app segment in FY21.

Articulated a clear vision for developing a first Paid trial strategy in language Ed-Tech space, surpassing traditional trial numbers by 68% with more than 6k paid trials bookings and a **95% attendance rate**.

Launched and created new business opportunities for Freedom business in **South Korea and Japan**, generating **\$340k in revenue**.

Improved click-through rate (**CTR**) by **45%** by testing various concepts, visuals and regional ad formats. Furthermore, reduced **CAC by 38%**.

Lowered costs per lead by 27% on Facebook and **22% on Google Search PPC campaigns** under audience segmentation and strategic keyword bidding.

Education

Master in Business Administration - Marketing

Bachelor of Business Administration - Finance

Digital Media Certificates

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| <ul style="list-style-type: none">• Google Analytics Certification – Google• Twitter Ads -Sales & App Campaigns• Google Search Ads Certification – Google• Search Ads 360 and DV 360 – Google• Marketing Specialist Certification – Facebook Master Program• Google Shopping & Pmax ads Certification – Google | <ul style="list-style-type: none">• Facebook Blueprint - Media Buying• Digital Behavioural Science – Brian Massy• Paid Traffic Training – Unicorn Innovators• Growth Marketing Certification – CXL.com• Amazon DSP & Amazon Search ad – Amazon.com• Portfolio Link www.harmanasingh.org/ |
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Other Skills & Tools

AI Technologies like Generative AI – Sora, Flux, Runway ML, Kling.Ai, Leonardo.ai, Pikalabs, Ideogram. App Measurement: AppsFlyer, Branch, Firebase • Analytics & Reporting Systems :- Google Data Studio, Tableau, Power BI, Google Tag Manager.

Tools & Platforms: Marketing Automation, Media Management, Google Analytics 4, Google Tag Manager, SA360, DV360, Facebook Business Manager, TikTok Ads Manager, Snapchat Ads Manager, Amazon DSP, Google and Bing Ads Manager.