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SKILLS

Performance Marketing & Acquisition

GTM Strategy

Paid media platforms

CRM & Pipeline Design

Market Research & Competitive Intelligence

Marketing Operations

Workflow Optimizations

Campaign Execution & Optimization

Problem Solving

Performance Analytics

Revenue Optimization

Financial & Operational Forecasting

Media Strategy & Planning

Newsroom Editorial Planning & Storytelling

Interview & Question Development

Podcast Amplification Strategy

TECHNICAL SKILLS

Performance Marketing & Acquisition

Meta Ads Manager (Campaigns Manager) Google Ads (Search, Display, YouTube where applicable) KPI optimization: CPA, ROAS, CTR, CPC, CVR, CAC, LTV signals

Buvaneshwaran Elumalai

Marketing Specialist | Digital Producer

Podcast Producer, Performance Marketer and Digital Media Analyst with experience supporting digital and integrated campaigns and producing end to end audio and short form video content in fast paced, cross functional environments. Strong background in editorial planning, topic development, guest booking/briefing, scripting and interview prep, recording coordination, post production quality control, and multi platform distribution, along with campaign rollout, reporting, and marketing operations. AI first workflow to increase creative velocity, accelerate experimentation and translate performance into clear optimization actions.

💼 WORK EXPERIENCE

● Performance Marketing Analyst
Studio Infinite Media Agency

06/2025 - Present   *Toronto, ON*

Responsibilities

- Plan, execute, and optimize **Meta Ads, Google Ads, Snapchat ads, Tik Tok ads, Amazon DSP** campaigns for GTA based small to mid businesses across lead generation and conversion objectives.
- Own day to day budget pacing for active accounts in the **$25K—$50K** range; supported performance monitoring and optimization on larger portfolios in collaboration with senior team members.
- Run high velocity testing across hooks, headlines, creatives, audiences, placements, and CTAs to improve **CPA, CVR, and lead quality** and optimize campaign landing pages using **Emergent Labs and client CMS stacks**, ensuring conversion first layout and message match.
- Implement and QA tracking infrastructure: **GA4, GTM, Meta Pixel**, conversion events (forms, bookings, calls), UTM hygiene and tag debugging and Use **AI + automation** to increase execution speed: generate creative and copy variants via ChatGPT/Claude/Gemini, produce assets in Canva and streamline repetitive workflows with **n8n**.
- Developed **programmatic-facing briefs and measurement specs** (audience, placement, KPIs, creative requirements) and collaborated with partners to align tracking and reporting building working knowledge of **DSP concepts** (frequency, viewability, brand safety, PMP vs open exchange).

● Podcast Producer / Digital Media Analyst
Broke But Abroad Podcast

08/2025 - Present   *Toronto, ON*
Independent Media Venture (Founder-led)

Responsibilities

- Founded, planned and executed multi platform content campaigns Managed **end to end podcast production** : topic selection, research, episode outline/run of show, interview question development, scripting, recording coordination, post production QA, final exports, and multi platform publishing
- Used paid amplification via **Meta + Google** to grow reach and audience acquisition; optimized using early indicators (**hook rate, hold rate, watch time, completion rate**) and creative fatigue signals.
- Achieved **2M+ total views and 1.09M+ unique accounts in ~90 days** , with 97.5% reach from non-followers , indicating strong organic discovery.
- Produced **multi camera podcast recordings**, coordinating camera angles/framing, lighting/audio checks and session flow to capture clean footage for full episodes and short form cutdowns.
- Wrote and refined **episode scripts** (intro/outro, sponsor/CTA reads, segment transitions) and prepared **guest briefs** with key talking points to keep conversations structured and on message. Applied strong **editorial judgment** by tightening narratives, removing filler, improving pacing/clarity and ensuring titles/descriptions accurately reflected episode content.

TECHNICAL SKILLS

Marketing & Campaign Execution
Campaign rollout & coordination
Content & digital marketing support
Email campaign coordination Event & webinar support

AI Native Creative & Automation Systems
n8n automation for growth ops, lead routing, onboarding, reporting Generative AI for ad copy & creative variants: ChatGPT, Claude, Gemini Creative production & rapid refresh cycles: Canva Short-form content scaling: OpusClip Performance reporting & insights: Power BI, automated summaries

CRM & Email Marketing Support:
list management, segmentation, lead routing, campaign tracking (Salesforce/ExactTarget/Cvent-style environments)

CERTIFICATES

Financial Accounting Foundations
Harvard Business School (Online)

Data Visualization with Power BI
Microsoft Certificate

AI Agents Application Professional
Microsoft Certificate

Six Sigma Yellow Belt
Kennesaw State University

WORK EXPERIENCE

Growth Operations Analyst
ThinkUni Private Limited (Remote)

01/2025 - 12/2025   *Toronto, ON*

An India-based digital startup connecting students with local businesses through curated deals, campus campaigns, and brand activations.

Responsibilities

- Supported fundraising preparation by assisting with GTM documentation, traction dashboards, TAM/SAM/SOM analysis, and revenue modeling for investor materials.
- Supported go to market execution and partnership initiatives for a Gen-Z commerce and campus platform, assisting with vendor acquisition, market expansion, and lifecycle tracking.
- Initiated and scoped a **podcast led community growth concept** to strengthen Gen-Z engagement, including show positioning, episode themes, guest shortlist, launch workflow and distribution plan aligned to GTM objectives.
- Supported analytics contributing to **300K USD Series A fundraising milestones**, including vendor onboarding scale and activation readiness.
- Implemented **n8n automation workflows** supporting vendor onboarding, follow up sequencing, task generation, and AI assisted communication packs.

Marketing Associate (Podcast & Digital Media Production)
Blacksheep Digital Media

08/2019 - 08/2023   *Chennai, India*

Blacksheep Digital Media is a media and marketing company with 5M+ YouTube subscribers, delivering integrated OTT and entertainment campaigns across digital, influencer and experiential channels to grow audience adoption and engagement.

Responsibilities

- Supported execution and optimization of integrated digital acquisition campaigns across OTT and platform media, including the **BS Value OTT** product.
- Supported production of **150+ regional language podcast and interview episodes** collectively generated 20M+ views/plays across platforms : topic planning, guest coordination, interview prep support, recording scheduling and post production coordination to deliver consistent episode output.
- Contributed to **10,000+ OTT subscription** acquisitions through campaign execution, value proposition testing, offer framing, and performance tracking.
- Delivered **100K+ impressions** and **25K+ app installs** through integrated digital, platform and out of home media programs
- Worked on **landing page operations** : page setup, UTM mapping, message match validation, conversion event definition, and drop off monitoring.

EDUCATION

Master of Engineering in Engineering Management
University of Ontario Institute of Technology

09/2023 - 01/2025   *GPA : 3.52, Canada*

Marketing Management — Full Credit Coursework

- Key areas: Marketing strategy, CRM & customer lifecycle management, marketing analytics, consumer behavior.

Bachelor of Engineering — Mechanical
Easwari Engineering College (Anna University)

07/2019 - 05/2023   *CGPA : 8.23, India*