

MANDAR KARANDE

Performance Marketing · Paid Media & User Acquisition · Meta · Google · TikTok

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PROFESSIONAL SUMMARY

Full-funnel performance marketer who has run paid acquisition for **22+ businesses** across gaming, subscription, fintech, Web3 and D2C. Owns the loop end to end: media buying and creative testing through attribution diagnosis, cohort analysis and lifecycle retention. Managed Rs 3.5Cr+ on a single account and scaled subscription apps to \$14K in daily spend.

EDUCATION

Indian Institute of Management, Kozhikode · MBA, Marketing & Business Analytics

2022

Shri Ram College of Commerce, Delhi University · B.Com (Hons)

2020

EXPERIENCE

Rocketship HQ · Mobile Marketing Manager (Independent Contractor)

Jan 2026 – June 2026

- Owned **five app accounts end to end** within a 17-account agency portfolio spanning gaming, SaaS and subscription apps
- Cut blended cost per purchase **from \$90 to \$51 week over week** on a real-money gaming account by shifting into UGC
- Ran a **\$61K subscription account** to 10,061 installs and 745 purchases at an \$82 blended cost per purchase across Meta
- Scaled a fintech subscription app to **\$14K in daily Meta spend** before pausing the ramp to stabilise cost per subscriber
- Caught a reporting bug **understating spend 6.8x**, \$357 against \$2,422 actual, before it distorted weekly ROAS decisions
- Ran **18 structured creative test batches** across Meta, Google and TikTok plus geo expansion tests into Europe and Asia
- Built Day 90 ROAS cohort tracking surfacing **236% Android and 325% US returns** to guide weekly budget concentration
- Built reusable **AI reporting workflows** for ARPPU analysis, cost spike diagnosis and monthly client decks across accounts

Independent Marketing Consultant · Paid Acquisition & Growth

Feb 2023 – Dec 2025

- Led **0-to-1 growth for a Web3 investment firm**, building organic social channels, content, website and brand identity
- Built full-funnel Meta and Google campaigns with conversion-optimised landing pages, **lifting inbound leads over 40%**
- Drove go-to-market for **three US mobile game launches**, owning AppsFlyer setup and day-one performance monitoring

Joyride Games Inc · Associate Digital Marketing Manager

Apr 2022 – Feb 2023

- Owned **Rs 3.5Cr+ in paid user acquisition** across Google and Meta for blockchain games, cutting acquisition cost 30%
- Drove **300% user growth to 1.16M+ acquisitions** across 30+ global markets, securing a Top 10 ranking on DappRadar
- Directed **100+ ad creatives across 6+ languages**, systematically testing hooks, formats and messaging for winning angles
- Lifted **click-through rate 40%** via RFM segmentation, retargeting and A/B tested push notification sequences at scale
- Built **15+ automated email campaigns** driving referrals and cross-promotion, lifting new-user click-through rate by 45%
- Built install-to-purchase and **LTV cohort analyses** informing audience targeting, bid strategy and budget allocation calls

Joyride Games Inc · Consultant (Part-Time)

Jan 2022 – Mar 2022

- Rebranded the Instagram and Discord channels across 15+ scheduled posts, **lifting community engagement threefold**

INTERNSHIPS

Your Space Co-Living · Marketing Intern, Branding & Partnerships

May 2021 – July 2021

- Built a roadmap for **80+ brand partnerships** including MX Player, Red FM and Pee Safe to expand reach across students
- Launched the YouTube channel with 3+ videos generating **1.21M impressions** and SEO work on 40+ published videos

SKILLS & CERTIFICATIONS

Performance Marketing: Paid Social · Paid Search · SEM · PPC · Media Buying · Media Planning · Budget Management · Scaling

Ad Platforms: Meta Ads Manager · Google Ads · Google App Campaigns · TikTok Ads · LinkedIn Ads · DV360 · Google Tag Manager

Attribution & Analytics: AppsFlyer · Singular · Adjust · Firebase · GA4 · Looker Studio · Power BI · SQL · Attribution Modelling

Growth Metrics: CAC · CPA · CPI · CPP · CPM · CTR · ROAS · LTV · ARPPU · Retention · Churn · CRO · A/B Testing · Cohort Analysis

Creative & Lifecycle: Creative Strategy · Hook Testing · UGC · MoEngage · Push · Email · Retention Marketing · ASO · SEO · D2C

Certifications: Business Analytics & Digital Media Strategy (ISB) · Marketing Analytics, R & Excel (Henry Harvin) · Skillshop