



# Ritesh Khorana

## Online Marketing & Analytics

Data-driven Digital Marketing professional with 10+ years of experience across performance marketing, analytics, and advanced tracking setups. Strong expertise in Google Tag Manager, GA4, Facebook CAPI, server-side tracking, and conversion attribution. Proven ability to build accurate tracking frameworks, improve data quality, and connect marketing performance with business outcomes. Experienced in managing Google Ads, Facebook Ads, and YouTube Ads at scale, along with offline and CRM-based conversion tracking. Adept at working with cross-functional teams including pre-sales, tech, and content teams.

## Contact

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### LinkedIn

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## Education

2009 - 2013

**B.Tech: Electronics And Communications Engineering**  
M.D.U, Rohtak

2007 - 2009

**10+2**  
RHPS, Delhi

2005 - 2007

**High School**  
Air Force Golden Jubilee,  
Delhi

## Expertise

- Google Tag Manager
- FB Ads
- Google Ads
- Youtube Ads
- GA4 Tracking
- Server Side Tracking

## Language

English

Hindi

## Experience

Nov 2022 - Nov 2025

SRE India Realty | Gurgaon

### Head Marketing

- Led complete digital marketing for the brand.
- Owned end-to-end tracking and analytics setup using Google Tag Manager, GA4 and Facebook.
- Implemented browser-side and server-side tracking for high-accuracy data capture.
- Set up and managed Facebook CAPI with event matching and deduplication.
- Configured Google Ads conversion tracking, enhanced conversions, and offline conversion tracking.
- Built GA4 events, custom dimensions, audiences, and conversion mapping aligned with business goals.
- Managed paid campaigns on Google Ads, Facebook Ads, YouTube Ads, and optimized based on tracked events.
- Planned and executed WhatsApp and SMS marketing campaigns.
- Created and managed WordPress websites, landing pages, and lead forms.
- Shot and coordinated YouTube video production and handled reels, video editing and video promotion.
- Worked closely with the pre-sales team, optimized lead quality using tracked funnel data.
- Executed offline marketing activities.

Jan 2022 - Oct 2022

Incuspaze Office Spaces | Gurgaon

### Sr Manager - Marketing

- Handled full-stack digital marketing for PAN India coworking offices.
- Planned and executed Local SEO strategies for multiple cities and locations.
- Ran and optimized Google Ads and Facebook Ads for lead generation.
- Set up Google Tag Manager for tracking form submissions, calls, and user actions.
- Implemented GA4 tracking with custom events and conversions.
- Managed email marketing campaigns with performance tracking.
- Improved lead attribution and campaign performance using analytics insights.
- Handling Marketing Agency for SMM, Designing and Content.

# CORE SKILLS

## Tracking Analytics & Measurement

- Google Tag Manager (Web & Server-side)
- GA4 Setup, Events, Conversions & Audiences
- Server-side Tracking (GA4 & Facebook CAPI)
- Facebook Conversion API (Event Deduplication, EMQ)
- Google Ads Conversion Tracking
- Google Ads Offline Conversion Tracking
- Enhanced Conversions
- Cross-domain & Funnel Tracking
- Data Layer Design & Debugging
- Attribution & Funnel Analysis

## Paid Media & Performance Marketing

- Google Ads (Search, and YouTube)
- Facebook & Instagram Ads
- YouTube Ads & Video Campaigns
- Lead Generation & Performance Funnels
- Campaign Structuring & Scaling
- Budget & ROAS Tracking

## Platforms & Tools

- Google Analytics 4
- Google Tag Manager
- Meta Ads Manager
- Google Ads
- Google Sheets (Data Uploads & Offline Conversions)
- WordPress (Websites & Landing Pages)
- CRM-based Lead Tracking
- Stape - for Server Tracking

## Marketing Channels

- Local SEO & Multi-location Marketing
- WhatsApp Marketing
- SMS Marketing
- Email Marketing
- Video & Reels Editing
- Offline Marketing Attribution

## April 2017 - March 2021 GoHive Coworking Space | Gurgaon

### Digital Marketing Manager

- Monitored website performance using analytics
- Analyzed campaign data to improve lead quality and conversion rates.
- Conducted competitor analysis for backlinks and keyword gaps.
- Planned and executed SEO and Local SEO strategies, ranking locations on Google Maps.
- Managed Google Ads and Facebook Ads for brand awareness and lead generation.
- Designed and launched WordPress websites from wireframe to final deployment.

## Nov 2015 - Jan 2017 FAB2U | Gurgaon

### Digital Marketing Executive

- Executed SEO, email marketing, and content distribution campaigns.
- Managed paid ads on Google Ads and Facebook Ads for traffic and app installs.
- Created marketing creatives for digital and print campaigns.
- Designed and launched websites aligned with marketing goals.

## March 2015 - Oct 2015 Stylearrest | Gurgaon

### BDM & Digital Marketing

- Supported sales and marketing teams for lead generation and sales.
- Managed social media pages and assisted with email campaigns.
- Designed marketing creatives for events and promotions.
- Coordinating with Designers and Dispatch team for on time product dispatch and delivery

## Aug 2014 - March 2015 Edcited | Gurgaon

### Sales Executive

- Managed full sales cycle and client communication.
- Maintained sales and marketing performance records.
- Delivered product presentations and demos.
- Coordinated with tech teams to close projects on time.

## Certificates

### Server-Side Tracking

Stape.io

### GenAI and Prompting (Foundation)

upGrade