

ADARSH POLICE

Growth Marketing & Digital Performance Analyst

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SUMMARY

Growth marketing and digital performance analyst with experience across grocery retail, employee benefits, and B2B technology distribution. Combines paid media, SEO, CRM, experimentation, and campaign operations with an M.S. in Data Analytics and hands-on SQL, BigQuery, and BI reporting. Known for translating channel, funnel, and customer data into practical decisions that improve spend efficiency, lead quality, conversion, and digital sales.

EDUCATION

Clark University | Worcester, MA

May 2024

Master of Science, Data Analytics

CORE EXPERTISE & TOOLS

Paid & Retail Media: Google Ads, Meta Ads Manager and Business Suite, LinkedIn Campaign Manager, Snapchat Ads, Google Ads Editor, PPC/SEM, retail media, budget pacing, bid optimization

SEO & Digital Experience: Technical and on-page SEO, keyword strategy, content optimization, landing pages, CRO, A/B testing, Google Tag Manager, Google Search Console

Analytics & Measurement: GA4, Google Analytics, Adobe Analytics, BigQuery, SQL, Python, Looker, Tableau, Power BI, Excel, attribution, funnel analysis, ROAS, CPA, CAC, LTV

CRM & Campaign Operations: Salesforce, Marketo, HubSpot, audience segmentation, lead nurture, campaign briefs, UTM governance, creative QA, stakeholder, and compliance coordination

PROFESSIONAL EXPERIENCE

Kroger

Jul 2025 - Present

Growth Marketing Analyst | Retail Media & eCommerce | Compton, CA

- Manage approximately \$250K in monthly paid and retail media investment across Google Ads, Meta, and the Kroger Precision Marketing ecosystem, pacing spend against ROAS, CPA, conversion, and digital-sales goals.
- Translate first-party shopper, category, and transaction data into audience and budget recommendations using SQL/BigQuery and Looker, delivering weekly performance narratives to eCommerce, merchandising, and analytics partners.
- Support omnichannel activations across on-site search and display, social, email, push, and off-site media by aligning audience, offer, creative, landing-page, and measurement requirements before launch.
- Lead structured A/B tests across audience segments, promotional offers, landing pages, and creative variants, improving conversion rate 18% and reducing cost per acquisition 12%.
- Partner with category, creative, and eCommerce teams to connect media exposure with product and sales outcomes, contributing to a 9% increase in digital sales for promoted categories.

Environment: Kroger Precision Marketing, 84.51° Prism, Kroger Ad Platform, Google Ads, Meta Ads Manager, BigQuery, SQL, Looker, GA4

Unum

May 2024 - May 2025

Digital Marketing Analyst | Omnichannel Growth | Chattanooga, TN

- Managed the day-to-day marketing-sales funnel for demand-generation programs supporting workplace benefits, aligning paid search, paid social, email nurture, SEO/web, and content around broker, employer, and customer audiences.
- Owned campaign briefs and launch coordination across creative, product, sales, compliance, and analytics teams, adapting messaging and calls to action by product, funnel stage, audience, and channel.
- Monitored approximately \$120K in monthly media spend and lead progression from inquiry through qualified account, using GA4, Salesforce/Marketo, and Tableau to identify drop-offs and recommend budget, audience, creative, and landing-page changes.
- Led technical and on-page SEO, keyword mapping, and content refreshes that increased organic traffic 34% and improved visibility for more than 40 priority search terms.
- Built funnel and attribution readouts tying channel activity to a 22% increase in qualified leads, presenting clear actions, dependencies, and risks to product and sales stakeholders.

Environment: Google Ads, Meta Ads Manager, GA4, Google Tag Manager, Salesforce, Marketo, Tableau, Google Search Console

Neon IT Systems

Sep 2020 - Aug 2022

Marketing Analyst | B2B Digital Performance | Gujarat, India

- Executed B2B digital marketing campaigns across Google Ads, LinkedIn Ads, and Meta Ads to drive lead generation and brand growth for clients across diverse domains, from e-commerce and retail to construction.
- Optimized SEO, SEM, and performance marketing campaigns to improve conversion rates, CTR, and ROI.
- Analyzed campaign performance using Google Analytics 4 (GA4), Looker Studio, and Excel to deliver actionable insights.
- Conducted A/B testing, audience segmentation, and landing page optimization to increase marketing effectiveness.
- Managed email marketing automation and CRM lead nurturing in Salesforce to improve customer engagement.
- Collaborated with cross-functional teams to support growth marketing strategies, demand generation, and KPI reporting.