



# Adwait Ghagare

Affiliate Manager

## Contact

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## Skills

Marketing performance optimization

Experience with DV360 and publisher networks

Experience with HubSpot, Salesforce, and Sugar CRM

KPI analysis

Lead generation and funnel enhancement

Management of paid social and digital channels

Data-driven insights

Results-oriented marketing professional with extensive experience in affiliate program management. Emphasizes team collaboration, adaptability, and achieving results. Proficient in strategic partnerships, data analysis, and digital marketing strategies. Recognized for reliability and ability to drive impactful outcomes quickly.

## Work history

2024-11 -  
Current

### Affiliate Manager

*Performance Factory, Berlin, Germany (Remote)*

- Ran full funnel paid media campaigns in **DV360**, optimizing for CTR, viewability, and audience fit.
- Scaled affiliate revenue by 35% via strategic partner programs, and performance incentives.
- Optimized campaigns using social listening and A/B testing.
- Delivered actionable insights with **Google Analytics** and platform dashboards, speeding up reporting.
- Grew the affiliate network and secured long-term B2B partnerships through strong relationship building.
- Worked cross-functionally to ensure **campaign compliance**, creative accuracy, and smooth execution.

2022-09 -  
2024-09

### Intern, Online Acquisition

*Visible GmbH, Berlin, Germany*

- Drove **B2B lead acquisition** via paid, organic, and affiliate channels, fueling consistent user growth.
- Built data workflows and automated KPI tracking with **HubSpot and GA**, ensuring marketing accountability.
- Launched and optimized **Google and Meta campaigns**, improving performance and ROI.
- Conducted **UX research** (heatmaps, funnels, surveys) to optimize site performance and reduce drop-offs.
- Designed predictive models for lead forecasting and customer segmentation.
- Created dashboards and budget reports to align spending with ROI targets.
- Boosted conversions through structured **A/B testing** of emails, landing pages, and creatives.

2019-04 -  
2019-09

### Intern, Product Development

*Mswipe Technologies, Pune*

- Conducted market surveys and merchant interviews to uncover pain points and inform mobile **POS feature design**.
- Translated research into actionable product suggestions, **UI wireframes**, and improved onboarding flows.

Social media marketing

Teamwork and collaboration

Microsoft office

SEO optimization

Market analysis

Languages

English

German

Italian

Hindi

Marathi

- Supported Android app testing by executing test cases, identifying bugs, and validating fixes pre-release.
- Collaborated in sprint planning with PMs and developers, contributing to cross-functional product delivery.
- Benchmarked fintech competitors (Paytm, BharatPe, and Pine Labs) to analyze **UX, pricing**, and feature gaps.
- Identified the need for multilingual onboarding, which was later adopted into product planning.

2018-05 -  
2018-08

Student Intern

*Brihanmumbai Electric Supply & Transport, Mumbai*

- Identified inefficiencies in electrical supply lines and proposed better distribution systems.
- Conducted material testing and maintained transformers for safety and performance.
- Assisted in planning infrastructure upgrades through system analysis and recommendations.
- Supported the maintenance and enhancement of Mumbai's electricity and bus services.
- Collaborated with cross-functional teams, gaining hands-on experience in utility management and system troubleshooting.

Education

2022-08 -  
2023-05

Master of Science: Marketing And Data Analytics

*Arden University - Berlin, Germany*

2015-07 -  
2020-08

MBA(Tech.): Electrical Engineering and Business Administration

*NMIMS University - Mumbai*

2013-06 -  
2015-03

High School Diploma

*Kirti M Doongursee College - Mumbai*

Certifications

Sigma, KPMG | 2019

Kayzen Platform Certified | 2025

Advanced Mobile Programmatic | 2025

SQL Certification | 2025