Harsh Kajani

Performance Marketing Leader · Google Ads & Meta Ads

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Six years in performance marketing, most of it running Google and Meta Ads for US dental and healthcare clients. I went from building Search campaigns from scratch to leading the team behind 400+ accounts and $8M+ in yearly spend. I do my best work on the accounts everyone else has written off. Google Ads Search Certified.

HIGHLIGHTS

- Scaled the account portfolio from 150 to 400+, building the team and systems to match.
- Accountable for $8M+ in annual ad spend across 400+ US dental accounts.
- Hired, trained, and led a Google Ads team that peaked at 22 specialists.
- Moved from Executive to Head of Operations in under three years.

EXPERIENCE

Goranggo Solutions Pvt Ltd

Remote (India) · May 2022 – Present

Head of Operations, Google Ads — Jun 2024 – Present

- Lead the team managing 400+ Google Ads accounts for US dental practices, with $8M+ in annual spend riding on it.
- Scaled the portfolio from 150 to 400+ accounts, growing team capacity, dashboards, and reporting alongside it.
- Own client relationships end to end: weekly reviews, performance presentations, escalations, and turning their goals into live campaign strategy.
- Still run 10+ key accounts myself, so I stay close to what actually moves the numbers.
- Own the SOPs, training, and reporting the whole portfolio runs on, and I'm building AI and automation into our optimization and call-reporting workflows.

Team Leader, Google Ads — Mar 2023 – May 2024

- Managed and mentored 22 Google Ads specialists across 20+ accounts.
- Ran weekly team calls and campaign debriefs to keep quality steady as we grew.

Senior Associate to Executive, Google Ads — May 2022 – Feb 2023

- Ran 15+ high-budget accounts: CPC work, creative A/B testing, and ROI improvements.
- Built Search and Display campaigns from the ground up, from copy and targeting to bid strategy and keywords.
- Set up conversion tracking through GTM and reworked landing pages in Unbounce and GoHighLevel.

Black Motions

Mumbai, India · Jan 2019 – Feb 2021

Digital Marketing Executive (started as Marketing Intern) — Jan 2019 – Feb 2021

- Planned and ran Meta and Google Ads campaigns against clear KPIs.
- Reworked the email program: open rates up 37% and an 8% lift in sales.
- Handled the SEO side, from blog writing and backlinks to on-page work.

SKILLS

- Google Ads strategy & execution
- Meta Ads strategy & execution
- Performance marketing (D2C, B2B, lead gen)
- Conversion tracking & optimization
- GA4 & Google Tag Manager
- Reporting & budget management
- Team leadership, hiring & training
- AI & automation in ad ops

CERTIFICATIONS

Google Ads Search Certification
Google Skillshop · Sep 2025 – Sep 2026

Professional Digital Marketing & Analytics
Indian School of Business (ISB) · 2024

EDUCATION

Bachelor of Management Studies
University of Mumbai · 2020 – 2023

LANGUAGES

English, Hindi, Marathi, Gujarati

TOOLS

Expert: Google Ads, Meta Ads, GA4, Mailchimp

Also strong in: Search Console, Google Tag Manager, WordPress, Odoo CRM, Asana, Looker Studio, HubSpot, Notion, Excel