



ANIRUDH AHUJA

SENIOR MEDIA BUYER & GENAI CREATIVE STRATEGIST

Performance-driven Senior Media Buyer and Creative Pipeline Architect with over 12 years of experience bridging algorithmic media buying with high-end production. Specialist in scaling ROAS and reducing CAC through aggressive, AI-enhanced creative testing frameworks on Meta, Google, and TikTok. Expert in orchestrating GenAI workflows to accelerate Time-to-Market (TTM) for the DACH region, ensuring strictly data-driven, GDPR-compliant Ad-Tech strategies that align creative execution with granular market feedback.

KONTAKT

📍 Currently India (Relocating to Hamburg / Munich / Berlin)

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SPRACHEN

- English (Native / Business Fluent C2)
- German (A1 - Learning in progress)
- Hindi (Native)

TECHNICAL STACK

Generative AI Workflow
Orchestration

Large Visual Model (LVM)
Integration

3rd Party Tracking (HYROS, Triple
Whale)

Conversion Rate Optimization
(CRO)

Ad-Tech Strategy

Full-Funnel Strategy

BERUFSERFAHRUNG

Internal Media Buyer

06/2024 - Present

Confidential / Internal

- Achieving and exceeding ROAS targets for high-value accounts by leveraging deep technical targeting on Facebook Ads, Google Ads, and TikTok Ads.
- Architected a rigorous creative testing framework utilizing GenAI, producing 10x more ad variations to rapidly identify winning creatives and lower CAC.
- Optimized Landing Page Conversion Rates (CRO) through data-backed design iteration and A/B testing, significantly improving full-funnel efficiency.
- Implemented and managed 3rd party tracking ecosystems (HYROS, Triple Whale), improving attribution reporting accuracy by 20% to eliminate assumptions.
- Developed high-performance ad copy and video scripts tailored specifically to distinct funnel stages.

Creative Director & Automation Lead

12/2023 - Present

Innergroup (UK Agency)

- Directing creative operations for a distributed team of 20+ professionals, integrating GenAI workflows to reduce routine asset production time by 40%.
- Designed custom AI agents to execute extensive operational tasks, effectively bridging the gap between creative ideation and media execution.
- Managed high-impact OOH and broadcast campaigns for major sports and entertainment clients, ensuring seamless integration with digital performance channels.

EXPERTISE

Media Buying (Facebook/Meta Ads, Google Ads, TikTok Ads)

Creative Testing Frameworks

CAC Reduction

E-commerce Strategy

Lead Generation

Data-Driven Storytelling

Head of Production & Creative Strategy

08/2021 - 10/2023

upGrad (EdTech Unicorn)

- Strategic lead for media production and performance marketing assets for India's largest higher-ed platform.
- Developed video creatives that increased customer acquisition by 30% and contributed an additional 6% to overall sales revenue.
- Established Agile 'Pod Structures' to accelerate TV commercial and digital ad delivery, optimizing cross-functional efficiency.
- Directed the 'Tata Group' virtual art gallery project (Metaverse), handling end-to-end client servicing and technical execution.

Content Head

03/2020 - 08/2021

We3 Productions

- Secured key enterprise accounts (Oriflame India, Air Works), ensuring business continuity and revenue stability during pandemic market instability.
- Delivered cost-effective advertising films and corporate documentaries that maintained high profit margins despite budget constraints.

Creative Producer (QA & Delivery)

11/2018 - 03/2020

Express KCS

- Led a team of 10 artists delivering post-production assets for PwC (US & UK).
- Implemented strict QA protocols, resulting in a 30% increase in outsourced work volume due to significant error reduction.

EDUCATION

Diploma - Internet Marketing (SEO, SEM, Digital Strategy)

02/2013

Delhi School of Marketing

Bachelor of Arts - Multimedia & Animation

06/2012

MAAC South Ex, Delhi

Diploma - Advanced Cinematography

08/2011

Vikshi Institute of Media (Affiliated with FTII)