

# ANZAAR RANA

**Growth marketing strategist with 13+ years of experience driving user acquisition & engagement**

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I am a global growth marketer with 13+ years of accelerating user acquisition for category defining products. I help ambitious brands scale with smarter performance marketing, sharper strategy, and systems designed to win. Most recently at Google, I led global growth for Waze, delivering double-digit new user growth, building its App Store Optimization foundation, and launching paid media in 20+ markets. I blend data, experimentation, and creativity to drive measurable impact, specializing in full funnel performance marketing, measurement, and GTM strategy. I focus on what moves numbers - clear strategy, clean measurement, and disciplined testing.

## Professional Experience

### **Head of Performance Marketing (Waze) at Google - New York City - Aug 2023 to Nov 2025**

- **Accelerated User Growth:** Drove 10%+ of Waze's total new user growth through strategic acquisition initiatives, directly helping surpass MAU targets. Led campaign management and analytics teams to execute high-impact campaigns across Google Ads, Apple Search Ads, app stores, and social channels.
- **Led Global Growth Strategy:** Directed global user growth, performance media, experimentation, measurement, and creative strategies, driving strategic acquisition initiatives aligned with business goals.
- **Pioneered App Store Optimization (ASO):** Established Waze's ASO foundation, resulting in 150k+ incremental monthly installs, contributing to long-term growth objectives.
- **Enhanced User Quality:** Boosted "SuperUser" growth (Waze users with 3+ drives within 7 days of onboarding) by 15% through targeted testing, maintaining cost-per-driver and optimizing budget control.
- **Built Partnerships:** Onboarded marketing stack partners and negotiated critical contracts and pricing, while ensuring always-on operations. Strategically managed and cultivated relationships, ensuring partners' efforts align with Waze's overall goals, and for shared success.
- **Developed iOS Expansion Strategy:** Authored and implemented Waze's iOS growth, media, and measurement strategies.

### **Global Performance Marketing Manager (Waze) at Google - New York City - Mar 2022 to Aug 2023**

- **Transformed Paid Media at Waze:** Drove 10% of new user growth by transforming Waze's paid media strategy, planning, buying, and optimization.
- **Strategic Leadership:** Partnered with executive leadership to align media initiatives with user growth, engagement, retention, and profitability goals.
- **Expanded Global Reach:** Launched paid media in 20+ new markets, establishing measurement and attribution frameworks, and implementing new channel testing.

## Principal Account Manager (Search Ads 360) at Google - San Francisco - May 2019 to Mar 2022

- **Owned Revenue Goals and Opportunities:** Led C-level engagements with strategic advertisers, applying deep expertise in performance marketing and Search Ads 360 to secure business.
- **Managed Large-Scale Budgets:** Developed and executed search marketing strategies for top tech and telecom clients (HP, GoPro, Apple, Sonos, Verizon etc.), growing and managing a \$200M+ annual spend.
- **Led Strategic Mergers Strategy:** Served as Google's strategic search marketing lead during the T-Mobile and Sprint merger, ensuring seamless transition and exceeding performance goals.

## Senior Account Strategist (Google Ads) at Google - Hyderabad, India - Mar 2016 to May 2019

- **Developed Strategic Initiatives:** Built and led strategic Google Ads initiatives for large UK-based businesses, driving performance across search, display, and video campaigns.
- **Managed Diverse Portfolios:** Managed advertising portfolios in high-growth verticals, collaborating with clients such as Uber, Carwow, Volkswagen, L'Oréal and Estée Lauder.

## Digital Marketing Manager at Yes Bank - Mumbai, India - May 2013 to Mar 2016

- **Drove Digital Marketing Strategy:** Orchestrated Yes Bank's digital marketing strategy across owned and paid channels, exceeding user growth and efficiency targets while managing an INR 100M+ budget.
- **Enhanced Website Performance:** Led the redesign of yesbank.in, improving site speed by 30%, and lead generation by 15%.

## Skills

### Global Marketing

- Global Go-To-Market Strategy
- Performance Marketing
- Narrative Development
- App Store Optimization (ASO)

### Data, Research & Analytics

- A/B & Multivariate Testing
- Measurement & Attribution
- Data Analysis & Reporting
- Budget & ROI Optimization

### Leadership & Partnership

- Global Team Leadership
- Coalition Building & Partnerships
- Vendor Management
- C-Level Engagement & Strategy

## Education

- MBA (Marketing Management) - Indian Institute of Management - India
- BBA (International Business) - Symbiosis International University - India