Tarun Nayak

Affiliate & Performance Marketing | New-Business Acquisition & Revenue Growth

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Profile

Affiliate manager with 5+ years across brand-side and network/agency-side. Own strategy, budget and a 3-specialist team across 29 markets at vidaXL; earlier ran US/UK/AU programs at Angara and enterprise programs at CJ Affiliate.

Experience

AFFILIATE MANAGER (OFFICIAL TITLE: SENIOR SPECIALIST AFFILIATE MARKETING) | VIDAXL | JULY 2025 – PRESENT

- €2.5M annual affiliate budget owned across 29 markets: 12 core markets (€2M, ~80% of channel revenue) run directly, 17 more (€500k) through 3 specialists I hired and lead.
- 7% revenue growth delivered through activation campaigns, rebuilt publisher relationships and better placement timing, with content, CRM and paid media teams.
- 250+ partners onboarded across AWIN, Impact, TradeTracker, 2Performant, Tradedoubler, TimeOne and CJ by recruiting content, cashback, loyalty and sub-network publishers.
- Margin-linked CPS and hybrid commissions designed and negotiated against product margin, promotional calendar and blended CAC, backed by elasticity and incrementality reviews.
- Multi-network affiliate dashboard built and approved for leadership reviews, replacing manual reporting: COS tracking, YoY comparisons, budget scenarios, forecasting and incrementality modelling. Portfolio version (synthetic data) at tarunnayak.com.

AFFILIATE MARKETING SENIOR EXECUTIVE | ANGARA | MAY 2024 – JULY 2025

- US affiliate revenue +22% ($9M to $11M) after moving the program from Rakuten to Impact to fix inconsistent reporting, fraudulent publisher listings and conflicts with Adobe Analytics data, alongside commission restructuring.
- UK and AU revenue +4% through region-specific publisher acquisition.
- ROAS improved by shifting budget from over-incentivized cashback traffic to higher-incrementality content partners, using commission elasticity and A/B payout tests.
- $1M annual budget owned across US, UK and AU; 4-person team led, with onboarding SOPs, negotiation playbooks and a weekly KPI review.

CLIENT SERVICE ANALYST | CJ AFFILIATE (PUBLICIS GROUPE) | AUGUST 2021 – MAY 2024

- $15–17M in annual program budgets managed across 12–15 enterprise brands at a time, including Macy's ($6M), AT&T, Bank of America, GNC, Agoda, Autodesk and P&G brands (Gillette, Braun, Art of Shaving).
- 70+ of 200+ Autodesk publishers onboarded, 20 drove revenue, on a subscription-software program (US, Germany, France, Spain, UK, Netherlands; 2022–24), by recruiting content, creator and influencer partners and negotiating placements and media buys.
- Rate cards, paid placements and value-added inventory negotiated with premium publishers; quarterly business reviews, gap analyses and real-time forecasting dashboards delivered to senior client stakeholders.

Education

B.COM, DAV (PG) COLLEGE, HNBGU, 2016 | DIGITAL MARKETING MASTER PROGRAM, EDUPRISTINE, 2019

Skills & Abilities

Affiliate networks: Impact, CJ Affiliate, AWIN, Rakuten, Tradedoubler, TimeOne, TradeTracker, 2Performant

Analytics and systems: GA4, Adobe Analytics, Power BI, SQL, Excel / Google Sheets, SimilarWeb, AI-assisted reporting and SOP automation (Claude)

Core: Commission negotiation, incrementality and cannibalization analysis, ROAS, forecasting, partner development, team leadership.