



SHUBHANKAR

Performance Marketer

About Me

Digital Marketing Professional with 8+ years of experience driving growth through performance marketing and social media management. Skilled in crafting ROI-focused PPC and paid social campaigns, optimizing funnels, and leveraging analytics to turn data into actionable strategies. Known for combining strategic thinking with creative execution, delivering campaigns that not only boost lead generation and brand visibility but also strengthen customer connections. Experienced in leading teams, managing budgets, and aligning marketing initiatives with business goals. Passionate about continuous learning and using innovative digital strategies to create meaningful impact in competitive markets.



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Key Tools

- **Ad Platforms:** Google Ads, Meta Ads, Microsoft Advertising, LinkedIn Ads,
- **Keyword Tools:** SEMrush, Ahrefs, Ubersuggest, Google Keyword Planner.
- **Analytics:** Google Analytics, Looker Studio.
- **E-commerce Ads:** Google Merchant Center, Amazon Advertising.
- **Design Tools:** Canva, Adobe Photoshop (for creative assets).

Academic & Professional Qualifications

- ✦ **Master of Business Administration (MBA) (2020)**
Dr. A.P.J. Abdul Kalam Technical University (Ghaziabad)
- ✦ **Master in Commerce (M.Com) (2017)**
Chaudhary Charan Singh University (Ghaziabad)
- ✦ **Bachelor in Commerce (B.Com) (2015)**
Chaudhary Charan Singh University (Ghaziabad)
- ✦ **Post secondary (12th) (2012)**
Uttar Pradesh State Board of High School and Intermediate Education (Ghaziabad)
- ✦ **High School (10th) (2009)**
Uttar Pradesh State Board of High School and Intermediate Education (Saharanpur)

Education & Certifications

- ✦ **Digi-Perform Institute (Affiliate by Hindustan Times) (Noida) (2020 - 2021)**
Advance Certified Digital Marketing Consultant - Comprehensive (All Specialization), Digital Marketing, Performance Marketing
- ✦ **National Institute of Electronic and Information Technology (Delhi) (2015 - 2016)**
O level, Software Engineering
- ✦ **Genes-iSOFT (Delhi) (2014 - 2015)**
Diploma In Computer Application, Computer Programming, Specific Applications
- ✦ **Delhi Institute of Computer Science (Ghaziabad) (2012 - 2014)**
Advance Diploma in Software Engineering, Computer Software Engineering

Professional Experience

Performance Marketer

Markerita Brand Spot Pvt. Ltd. (Oct 2024 - Present)

- Leading performance marketing strategies across education, real estate, medical (hospital), and B2C businesses, delivering measurable results for diverse client portfolios.
- Built and optimized multi-channel lead funnels, reducing CPL by 22% and improving lead quality by 28% across sectors.
- Directed A/B testing and campaign experiments on creatives, ad copies, and landing pages, increasing CTR by 15% and audience engagement by 20%.
- Implemented retargeting frameworks, successfully converting 18% of dropped leads into active prospects.
- Delivered data-driven insights and advanced reporting through Google Analytics, Meta Insights, and Data Studio, supporting client decision-making and long-term growth strategies.

Technical Skills

- Campaign Strategy & Planning
- Audience Targeting & Segmentation
- Keyword Research & Optimization
- Bid & Budget Management
- A/B & Multivariate Testing
- Ad Copywriting & Creative Strategy
- Landing Page Optimization (CRO)
- Analytics, Tracking & Reporting
- Retargeting & Remarketing Campaigns
- PPC Platforms & Tools (Google Ads, Meta Ads, LinkedIn Ads, etc.)

Project Management

- **IRCTC Official (Gov.)**
- IRCTC eCatering (Gov.)
- Indian Merchant Navy (Gov.)
- **Azadi Ka Amrit Mahotsav (Gov.)**
- Har Ghar Tringa (Gov.)
- Gemsmantra (E-commerce)
- The Pooja House (E-commerce)
- Ensis Store (E-commerce)
- Dreams mattress.com (E-commerce)
- Dreams Store.in (E-commerce)
- Chadhasales (E-commerce)
- Durian Furniture (E-commerce)
- **Amity University Noida (Edu.)**
- Amity University Ranchi (Edu.)
- Amity University Patna (Edu.)
- Amity University Kolkata (Edu.)
- Amity University Mohali (Edu.)
- Amity University Dubai (Edu.)
- Amity International School (28 Branches) (Edu.)
- Amity Global Study Program (Edu.)
- Amity Global Grade Program (Edu.)
- Amity Finishing School (Edu.)
- IIMT University (Edu.)
- Shri Venkateshwara University (Edu.)
- **Mediatek (B2B)**
- Gangametco Pvt. Ltd. (B2B)
- Felix Hospital (B2C)
- Neelkanth Polymers (B2B)
- **Astro Arun Pandit (B2C)**
- Active Car Detailing (B2C)
- Systellar Innovations (B2C)
- Adeco Developers (Real Estate)
- Ashish Builders & Developers (Real Estate)

Professional Traits

- Analytical Thinking
- Attention to Detail
- Problem-Solving
- Communication
- Adaptability
- Time Management

Professional Experience

Assistant Performance Marketer

Anj Creation Pvt. Ltd. (Mar 2022 to Oct 2024)

- Planned and executed Google Ads & Meta Ads campaigns, improving ROI by 25% and reducing CPL by 20%.
- Managed social media strategy & paid campaigns, increasing engagement by 40%.
- Optimized lead generation funnels, boosting high-quality leads by 30%.
- Implemented retargeting campaigns, converting 20% of lost leads into customers.
- Analyzed campaign data with Google Analytics & Data Studio for continuous optimization.
- Conducted A/B testing for ad creatives, landing pages, and audience targeting, improving CTR by 18%.
- Delivered successful campaigns for Amity University, IRCTC, and Govt projects (Har Ghar Tiranga, Amrit Ka Mohatsav, Indian Navy).

Digital Marketing Manager

R.P. Foam Home Pvt. Ltd. (Jan 2021 to Feb 2022)

- Led the digital marketing team at Dreams Mattress, increasing productivity by 20%.
- Optimized the WordPress website for Dreams Mattress, boosting online inquiries by 40%.
- Managed Google Ads, Meta Ads, and Amazon Ads, driving a 35% increase in traffic and 25% growth in conversions.
- Developed marketing strategies aligned with business goals, enhancing brand visibility.
- Executed SMO strategies, growing social media followers by 30% and improving engagement.
- Generated performance reports to inform campaign optimizations and improve ROI.

Digital Marketing Executive

Sumilon Industries Pvt. Ltd. (Feb 2019 to Dec 2020)

- Executed off-page SEO strategies, improving search rankings and domain authority.
- Managed social media accounts, increasing engagement and brand visibility.
- Conducted bulk email marketing campaigns using Thunderbird to drive traffic.
- Performed keyword research to optimize Google Ads and improve ad performance.
- Created and managed Google Ads and Meta campaigns, boosting CTR and conversions.
- Assisted senior managers in executing various digital marketing projects.

Marketing Manager

Udaan Online Trading Pvt. Ltd. (Apr 2017 to Oct 2018)

- Led promotional campaigns across Delhi/NCR, increasing brand awareness and service inquiries by 25%.
- Managed projects in various cities, enhancing regional market presence.
- Conducted cold calls, onboarding clients to the Udaan portal and expanding the client base.
- Built strong dealer and distributor relationships, improving distribution effectiveness.
- Consistently achieved and exceeded sales targets, contributing to business growth.
- Supervised a marketing team, analyzed sales data, and provided insights to boost productivity.