

About Me

Results-driven Digital Marketing Professional with experience in performance marketing, SEO, paid media, and analytics. Skilled in executing data-driven, multi-channel campaigns for B2B and B2C brands with proven expertise on ROI, lead generation, and growth optimization.

Skills & Platforms

- Performance Marketing:** Google Ads (Search, Display, Performance Max), Meta Ads (Facebook & Instagram), LinkedIn Ads, Campaign Optimization, Pixel & Conversion API, Retargeting, A/B Testing
- SEO & Analytics:** On-page SEO, Technical SEO, Keyword Research, Competitor Analysis, Content Optimization, Backlink Strategy, SERP Tracking
- Marketing Automation & CRM:** Email Marketing, Lead Nurturing, Marketing Funnels, WhatsApp Marketing, HubSpot (basic), Zoho CRM (basic)
- Analytics & Data:** Google Analytics 4 (GA4), Google Search Console, Google Tag Manager, Looker Studio, KPI Tracking, Funnel Analysis, Conversion Rate Optimization (CRO)
- Creative & Tools:** Canva, Adobe Premiere Pro, CapCut, AI Tools (ChatGPT, Midjourney, Jasper, DeepSeek), Microsoft Excel
- Web & Testing:** WordPress, Landing Page & Speed Optimization, A/B Testing, UX Basics
- AI Tools** (ChatGPT, Gemini, Grok, Perplexity AI, HeyGen AI, Jasper, DeepSeek, Copy.ai, Notion AI, Midjourney, Eleven labs, Descript, Ideogram AI, Copilot, Meta AI, Higgsfield)

Education

- B-Tech Engineering 2018
- Ahmedabad School of Digital Marketing 2022

Experience

Digital Marketing Executive

Krish Media | May. 2022 - Oct. 2023

- Planned and executed data-driven digital marketing campaigns across SEO, SEM, Meta Ads, email marketing, and content marketing.
- Managed Google Ads and Meta Ads campaigns with continuous optimization for CTR, CPC, CPA, and ROAS.
- Implemented SEO strategies including keyword research, on-page optimization, and technical audits to improve organic rankings.
- Analyzed campaign performance using GA4, GSC, and Looker Studio, delivering actionable insights and reports.
- Collaborated with design and content teams to ensure brand consistency and conversion-focused creatives.

Digital Marketing (Conversion Captain)

JB Ecotex (Jay Bharat Group) | Oct. 2023 - July 2024

- Led multi-channel performance marketing campaigns across Meta, Google Ads, LinkedIn Ads, and marketplaces.
- Improved lead quality and conversion rates through audience segmentation, retargeting, and funnel optimization.
- Achieved significant improvement in organic traffic via technical SEO fixes and content optimization.
- Designed and executed data-backed growth strategies using analytics and performance dashboards.
- Worked closely with stakeholders to align marketing efforts with business KPIs and revenue goals.

Digital Marketing Manager

Gridkey Technologies Pvt.Ltd | July, 2024 - Present

- Leading and managing a digital marketing team, assigning tasks, reviewing performance, and ensuring timely delivery of projects.
- Acting as a direct reporting point to the business owner, providing weekly and monthly performance updates and insights.
- Improved website performance through CRO, SEO optimization, page speed improvements, and A/B testing.
- Handling client coordination, regular review meetings, requirement gathering, and ensuring alignment with client objectives.
- Developing marketing strategies, market research, and competitor analysis for client pitching and onboarding.
- Created client-facing PPTs, Brochures, Decks, performance reports, and strategic proposals.
- Managed commercials, quotations and invoicing.
- Leveraging AI-driven tools for ad creatives, content ideation, reporting automation, and workflow efficiency.