

Sooraj Kumar Shrivastav

**Digital Marketing Strategist | eCommerce Executive | Growth Consultant**

 12+ years of experience | 450+ global clients served

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## Professional Summary

Performance-driven Digital Marketing Strategist and eCommerce Executive with 8+ years of specialized experience in paid advertising, online store management, and growth strategy. Proven success in scaling D2C and B2B brands across the USA, UK, Australia, Romania, and Peru through Google Ads, Meta Ads, and performance-driven funnels. Skilled in analytics, campaign optimization, and full-funnel execution to drive measurable ROI.

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## Core Skills

- Google Ads Search & Display Campaigns
  - Meta Ads (Facebook & Instagram)
  - Shopify, Magento & WooCommerce Store Management
  - eCommerce Operations & Fulfillment
  - Conversion Rate Optimization (CRO)
  - Email Marketing & Automation (Mailchimp, Zoho)
  - Marketplace Management (Amazon, eBay)
  - Analytics & Reporting (GA4, Google Data Studio)
  - Full-Funnel Campaign Strategy & Execution
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## Professional Certifications

-  Google Analytics Certified
-  Google Ads Search Certification
-  Meta Ads Specialist

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## **Professional Experience**

### ***Performance Marketing & eCommerce Specialist***

#### **Solution Bowl Pvt India Ltd – Global Client Projects**

*Feb 2020 – Aug 2025*

- Led full-scale performance marketing and eCommerce operations for international clients across D2C, B2B, and SaaS sectors.
- Managed and optimized 100+ Google Ads and Meta Ads campaigns focused on lead generation, sales growth, and brand visibility.
- Delivered 4x–5x ROAS through strategic audience segmentation, budget optimization, and funnel automation.
- Handled Shopify, Magento, and WooCommerce backend management including product setup, tracking, and sales automation.
- Executed conversion rate optimization (CRO) strategies, improving landing page performance and reducing CPL by up to 30%.
- Managed marketplace operations on Amazon and eBay, improving visibility and driving consistent monthly revenue.
- Designed and implemented email automation campaigns for cart recovery, product launches, and lead nurturing.
- Built comprehensive analytics dashboards in GA4 and Data Studio for campaign performance and ROI reporting.

#### **Key Clients:**

- **Deszinetales (UK)** – Handled Google & Meta Ads, Shopify backend setup, and eBay optimization.
  - **Dagsto (Romania)** – Increased sales by 42% through data-driven funnel optimization and ad campaigns.
  - **SpeedPeru (Peru)** – Managed performance marketing for automotive products; achieved 60% lead growth.
  - **Atricchaga (USA)** – Delivered 3.8x ROAS with continuous optimization and campaign scaling.
  - **OnTheGoSports (Australia)** – Increased Shopify sales by 35% in six months through paid campaigns and email automation.
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### *Senior Consultant and Digital Marketing Expert – VISA Info World*

Delhi, India | Jan 2012 – Dec 2020

- Founded and led a web and mobile development firm serving global clients.
  - Expanded service portfolio to include digital marketing and performance marketing solutions.
  - Delivered 400+ successful tech and marketing projects across multiple industries.
  - Managed international outsourcing teams ensuring high-quality project delivery.
  - Consulted clients on digital strategy, marketing funnels, ad optimization, and growth execution.
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### **Education**

**Master of Computer Applications (MCA)- 2012**

Teerthankar Mahaveer University, Uttar Pradesh

**Bachelor of Computer Applications (BCA)- 2010**

Inmentec, Ghaziabad, Delhi NCR