

# VIKASH KUMAR

## Performance Marketing Specialist

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Vikash Kumar

Delhi, India



### SUMMARY

Performance Marketing Specialist with 6+ years of experience in managing and scaling ROI-focused campaigns across Google Ads and Meta Ads. Proven track record of driving 10x ROAS and 75% CTR improvement through data-driven insights, strategic optimization, and cross-functional collaboration.

### EXPERIENCE

#### Sr. Digital Marketing Analyst

##### eBizTrait Technolabs Pvt. Ltd

06/2023 - Present

Ahmedabad, India

- A digital marketing agency specializing in performance-driven marketing strategies
- Scaled Paid Ads ROAS from \$3K/month to \$45K/month for a luxury watch brand by restructuring campaigns and optimizing creatives within a year.
  - Achieved a 75% increase in CTR across multiple eCommerce brands by implementing advanced audience segmentation strategies and optimizing keyword targeting for higher engagement
  - Managed \$50K+ monthly budgets across Google and Meta, achieving 6.5x+ average ROAS for international clients
  - Collaborated with U.S. and U.K. clients, ensuring strategic alignment and transparent reporting

#### PPC Executive

##### Indus Net TechShu Digital Pvt. Ltd

02/2022 - 06/2023

Kolkata, India

- A digital marketing firm focused on optimizing online presence and maximizing client ROI
- Improved lead quality by 60% for a senior housing project in Bangalore via data-driven audience targeting and smart bidding
  - Drove a 60% increase in sales for Toyota Nandi Dealership (Bangalore) through full-funnel Google Ads optimization and strategic campaign restructuring
  - Conducted weekly audits to assess Quality Score, CTR, and conversion performance; implemented refinements based on insights
  - Deployed UTM tracking and A/B testing, enhancing ad visibility and conversion accuracy

#### PPC Executive

##### SEO Discovery

07/2019 - 11/2021

Mohali, India

- A digital marketing agency offering comprehensive online marketing solutions
- Managed Google Ads campaigns for Punjab National Bank, improving lead conversions by 45% via optimized ad relevance and targeting
  - Increased TVS Motors (Haryana) sales and leads by 50% through audience segmentation and campaign schedule optimization
  - Developed custom dashboards in Google Data Studio for transparent, real-time client reporting

### SKILLS

Gmail	Google Ads	Facebook Ads
LinkedIn Ads	Google Analytics	
Google Tag Manager	GTM	
Google Merchant Center		
Google Data Studio	Shopify	
E-Commerce	CPC	PPC
AB Testing	Asana	Slack
Performance Marketing Specialist		
Branding Specialist		

### EDUCATION

#### Bachelor of Engineering (B.E.)

##### Doon Valley Institute of Engineering & Technology

08/2008 - 05/2011

Karnal, India

#### Diploma in Computer Engineering

##### Hindu Institute of Technology

08/2005 - 05/2008

Sonepat, India

### KEY ACHIEVEMENTS

- #### Optimization of Advertising Strategies

Achieved a 10x increase in Return on Ad Spend (ROAS) and improved Click-Through Rate (CTR) by 75%

### LANGUAGES

English	Proficient	<div><div></div><div></div><div></div><div></div><div></div></div>
Hindi	Native	<div><div></div><div></div><div></div><div></div><div></div></div>
Punjabi	Advanced	<div><div></div><div></div><div></div><div></div><div></div></div>