

VIKASH KUMAR

Performance Marketing Specialist

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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



Hindi

Native



Punjabi

Advanced

