

# HARSH JAISWAL

## PERFORMANCE MARKETER



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### SUMMARY

Performance-driven Digital Marketer with hands-on experience in Meta Ads, Google Ads, and SEO. Skilled in crafting full-funnel campaigns, optimizing ad spend, and driving measurable ROI. Passionate about leveraging data-driven marketing strategies to fuel growth and conversions for forward-thinking brands.

### TECHNICAL SKILLS

- Performance Marketing: Meta Ads, Google Ads (Search, Display, Video)
- SEO & Content: On-page, Off-page, Content Strategy, Social Media Growth
- Analytics & Optimization: Funnel Building, Retargeting, A/B Testing, Lead Nurturing
- Tools: Meta Ads Manager, Google Ads, GA4, Semrush, Canva, WordPress, ChatGPT/AI Tools
- Soft Skills: Analytical Thinking, Business Strategy, Time Management

### PROJECTS

#### Meta Ads Campaign Project - IIIDE

- Designed a full-funnel paid campaign for traffic generation.
- Achieved 35,180 reach, 39,590 impressions, and 1,438 link clicks in 5 days.
- Optimized CTR to 3.76% with an avg. CPC of ₹0.57 and CPM of ₹21.41.
- Applied A/B testing & retargeting to maximize ROI.

#### Axis Max Life Insurance - Social Media Project

- Developed Instagram strategy with reels, contests, influencer collabs.
- Drove a 70% increase in engagement within 30 days.

#### Mamearth Hackathon - Winning Project

- Created "MamaHeard", a trust-building community engagement strategy.
- Recognized by Mamearth Co-founder Varun Alagh for innovative approach

### EDUCATION

(Oct 2024 - Oct 2025)

IIIDE - Indian Institute of Digital Education

- Focused on performance marketing, campaign optimization, advanced analytics, brand strategy, and full-funnel advertising.

(Nov 2021 - Oct 2024)

MGKVP, Varanasi

- Had completed my Bachelor's in Commerce, I've built a strong Specialized in business management, marketing, finance, commerce, strategy, and entrepreneurship foundations.

### INTERNSHIP

- Social Media Intern - Digital By AI | Jun 2025 - Aug 2025
- Created Instagram content (posts, reels, stories) to improve brand visibility.
- Implemented engagement strategies that boosted follower interactions.
- Analyzed insights to optimize campaigns and collaborated on influencer contests.

### CERTIFICATION

- Meta Certified Digital Marketing Associate
- Google Ads (Search, Display, Video) Certified
- Digital Marketing - IIIDE
- Social Media Marketing & Strategy
- AI Tools & ChatGPT for Marketing
- Lead Management & Nurturing
- Power BI Workshop.