

SACHIN KUMAR

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OBJECTIVE

Digital Marketing & Web Development Specialist with 2+ years of experience in SEO, ads, and funnel-building. Skilled in running performance campaigns and creating high-conversion websites (MERN & WordPress). Focused on driving measurable growth through creative marketing and scalable systems.

SKILLS

Technical Skills	Web Development (MERN), E-commerce Platform Development, WordPress
SEO and Marketing Tools	Ubersuggest, Google Analytics, Google Search Console, SEMrush (Basic)
Advertising Skills	Facebook Ads, Google Ads, Facebook E-commerce Ads, Retargeting Funnels
AI & Automation Tools	ChatGPT, Claude AI, Flowise, n8n, Zapier, Make, LangChain, Auto-GPT
Creative Tools	Canva (Advanced), CapCut (Intermediate)
Content and Strategy	Content Creation, Copywriting, Blog Automation, Keyword Research, B2B Outreach

EXPERIENCE

Performance Marketer & Growth Strategist Feb 2024 – Present
Two Sapiens (D2C Leather Brand)

Lead Meta/Google Ads, landing pages, automation, and analytics. Generated B2B orders via LinkedIn, built lead magnets, and listed products on Amazon, Flipkart, and IndiaMART.

Freelance Full-Stack Marketer & Developer 2024 – Present
Clients: Methicravings, Express India, Intelligence Dock

- **Methicravings:** Built e-com store, integrated payments, and ran 3x ROAS ad campaigns.
- **Express India:** Developed Next.js site, set up Zoho CRM and B2B ad funnels.
- **Intelligence Dock:** Created site, lead magnets, UGC collabs, and automated outreach via scraping + CRM tools.

PROJECTS

Two Sapiens – E-commerce Site Build [\[Live\]](#)
Built premium WordPress e-commerce store from scratch. Focused on UX, conversion speed, and mobile optimization. Integrated SEO, Razorpay, and logistics partners.

Methicravings – D2C Funnel Launch [\[Live\]](#)
Developed full WordPress site, set up payment, launched ads with 3x ROAS. Built lead gen funnel and email nurturing for repeat customers.

Express India – Courier Website + CRM [\[Live\]](#)
Developed custom site in Next.js for courier brand. Integrated Zoho CRM, automated email workflows, and ran B2B Meta Ads campaigns for partner acquisition.

EDUCATION

Bachelor of Technology, IIMT College of Engineering and Technology	2025
Intermediate (12th grade), Rajdev Singh Inter College	2018 - 2020
High School (10th grade), GDC High School	2018

CERTIFICATIONS

- [Digital Marketing](#) – HubSpot Academy (Issued: 2024)
- [Digital Marketing Master Class](#) – Udemy (Issued: 2023)
- [Google Analytics Certification](#) – Google Skillshop (Issued: 2024)