



# Adarsh Shukla

MBA, Performance Marketing

Lead Generation | Search & P. Max | GA4 | Looker Studio | SEO

## Contact

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## Education

**Master of Business Administration**

Gujarat University

2021 - 2023

**Bachelor of Business Administration**

VNSGU

2016 - 2019

## Awards & Recognitions

Employee of The Quarter, Q1 - 2025

Spot Award for Good Performance

3<sup>rd</sup> Prize - Cross Country Race Twice

3<sup>rd</sup> Prize - Rifle Shooting College Level

2<sup>nd</sup> Prize - Inter-college Ad Mad Comp.

2<sup>nd</sup> Prize - Inter-college Elocution Comp.

3<sup>rd</sup> Prize - Inter-college Book Review Comp.

1st Prize - Arth Bazar - Bidding Comp.

## Skills

Market Research & Trend Analysis

Data-Driven Decision Making

Copywriting for Ads

Reporting & Analytics

Competitor Analysis

## Position of Responsibility

Placement Cordinator in MBA

Member of Students' Council

Class Representative in BBA

## About Me

Digital Marketing Executive with 2.5 years of experience in lead generation and ROI-focused campaigns. Skilled in Google Ads (Search & Performance Max) with knowledge of Meta, LinkedIn, Bing, and Twitter Ads. Open to expanding expertise across paid media and SEO to drive business growth.

## Experience

### Digital Marketing Executive

2023 – Present

Bacancy Services Pvt. Ltd. | Thaltej, Ahmedabad

- Managed PPC campaigns for UK & Europe audiences with a \$17,000+ monthly budget.
- Oversaw 30+ campaigns with structured ad groups for optimal performance.
- Optimised landing pages to enhance conversions and user experience.
- Proficient in Semrush, Google Ads Editor, & Hotjar for campaign insights.
- Utilised GA4, Looker Studio, and Google Sheets for reporting and analysis.
- A/B tested ad copy, landing pages, & CTAs to boost key performance metrics.
- Managed negative keywords to refine targeting & minimise wasted spend.
- Monitored bids, audience targeting, budgets, impression share, and quality score.
- Created and optimised Performance Max campaigns for better reach & ROI.
- Recently Completed a Month of SEO Training Given by an Expert**

### Freelance Content Writer

2020 - 2021

Aditya Intellectual | Udhna Darwaja, Surat

- Wrote engaging content for Instagram and Facebook posts.
- Created website copy and blogs aligned with client goals.
- Developed scripts and captions for short video clips.
- Maintained brand consistency across digital platforms.

## Summer Internships

### Aditya Intellectual

Business Development Intern | MBA

June'22 - July'22

- Prospecting potential customers and selling products to them
- Managing a client's portfolio. Managing sales process.
- Follow-up of sales. Promoting the company and its product/service.

### SUMUL Milk Producers' Union Ltd.

General Internship | BBA

May'18 - June'18

- Studied closely each department i.e. Marketing, HR, Operations, & finance
- Participated in company's strategic planning and administration
- Performed survey to know the preference of the consumers for milk and various milk products