





# Sunny Singh Kushwaha

Performance Marketing Manager

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Seasoned Performance Marketing Manager with 8+ years of success in creating on-brand marketing content for existing and new social media platforms. Accomplished in evaluating analytic and marketing campaign results to adjust strategies and achieve goals. Proficient in organic and paid marketing and monitoring tools.

## Skills

Revenue Generation  
Content marketing  
Paid Marketing  
Online Marketing strategy  
Calculating ROI  
Marketing Strategies Email Marketing  
New Business Development

## Work History

2022-09 - Current

### Performance Marketing Manager

*Parivar Ceremony, Jaipur*

- Maximized performance by monitoring daily activities and mentoring team members.
- Planned and budgeted accurately to provide business with resources needed to operate smoothly.
- Recommended changes to website architecture, content and linking to improve SEO positions for target keywords.
- Maintained Google and Bing Webmaster Tools accounts and monitored for crawling and indexing issues.
- Incorporated XML sitemaps, robots.txt files and 301 redirects to facilitate search engine spidering, crawling and indexing.

- Researched and analyzed competitor website and advertising links to gain insight into new strategies.
- Performed ongoing keyword discovery, expansion and optimization to increase organic search footprint and drive relevant site traffic.
- Collaborated with team to investigate critical SEO-related issues and provided impactful solutions.
- Directed creative process for traditional and online ads.
- Collected performance data on each promotion to better plan future events.
- Developed campaigns, led design and tracked results.

**2021-08 - 2022-09**

## **Head Performance Marketing Analyst**

*Stone Age Pvt LTD, Jaipur*

- Spearheaded meetings to determine project needs and professional requirements and identify the correct course of action to enhance product success
- Administered marketing calendar and posted new content to coincide with new product and service releases
- Paid Facebook and Google advertisements for USA, UK, Canada, and mostly all 'A' class countries with high returns
- Provided weekly updates on digital marketing campaigns, discussing strategic initiatives and methods for improvement
- Managed team of 5 direct reports engaged in ongoing product optimization, account management, and ad placement on the company website
- Successfully launched offline and online consumer targeting and marketing strategy
- Utilized techniques such as cold calling, networking and prospecting to develop new leads
- Discussed SEO needs and optimized strategies for short- and long- term campaigns
- Developed marketing content such as blogs, promotional materials and advertisements for social media
- Evaluated monthly performance statistics and used data to inform future strategies.

**2017-01 - 2021-08**

## **Digital Marketing Manager**

*Panash India, Jaipur*

- Created and delivered campaigns in line with targeted marketing strategy, ensuring first-class quality standards across all platforms
- Produced detailed performance reports, analyzing outcomes to consistently aid future marketing strategy
- Closely monitored campaign performance, adapting, innovating and optimizing current marketing methods
- Performed regular A/B testing, enabling detailed user experience analysis and evaluation
- Increased revenue through multi-channel marketing development and heightened user engagement and experience.

2015-07 - 2016-08

## Digital Marketing Analyst

*Wooden Street, Jaipur*

- Initiated market research studies and analyzed findings
- Monitored online trends, conversations, and innovations to optimize strategies
- Analyzed website data such as traffic, interactions, conversions, and goals to find areas of improvement.
- Created content strategies for digital media
- Performed in-depth competitor reviews to check competitor activities with ad placement, keyword use, placement bids and landing pages
- Collected and analyzed Web metrics such as visits, time on site and page views per visit



## Education

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### **MCA: Computer Science**

*Compucom Institute of Technology And Management - Jaipur*

### **BCA: Computer Science**

*S.S Jain Subodh PG College - Jaipur*