

# Shubham Chordiya

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## EDUCATION

**Terna Engineering College, MU**  
Bachelor In Mechatronics Engineering  
**Sandeep Foundation, MSBTE**  
Diploma In Mechanical Engineering

Navi Mumbai, Maharashtra  
**May 2017 – Jun 2020**  
Nashik, Maharashtra  
**May 2014 – April 2017**

## SKILLS

- Digital Marketing Skills:** Digital Marketing Strategy, Performance Marketing, Affiliate Marketing, Google Ads, Meta Ads, Microsoft (Bing) Ads, SEO, Keyword Research, Email Marketing & Automation, Campaign Planning & Execution, Remarketing & Retargeting Campaigns, A/B Testing, CRM Management, Landing Page Optimization, Marketing Funnel Optimization
- Marketing Analytics Skills:** Campaign Performance Analysis, Conversion Tracking & Attribution, Dashboarding & Reporting, Competitive Analysis, Consumer Behavior Analysis, ROAS, CPA, CAC, LTV Analysis, Funnel & Cohort Analysis
- Platforms & Tools (Technical):** Shopify, Google Analytics (GA4), Google Tag Manager, Microsoft Clarity, Google My Business, Google Merchant Center, HubSpot, Instantly, Mailchimp, WordPress, WABBB, InVideo, Canva, Google Workspace, Microsoft Office 365, Jira, Asana, Slack
- Project & Operations Management Skills:** Project Management, Campaign Lifecycle Management, Cross-Functional Collaboration, Client Communication & Stakeholder Management, Workflow & Process Optimization, Performance Tracking, Team Coordination & Leadership

## WORK EXPERIENCE

### Performance Marketing Lead | StratedgeX

**April 2025 – Present**

Onboarded 12-15 new clients and led end-to-end performance marketing initiatives across Meta, Google, and other paid channels. Designed and executed customized acquisition strategies aligned with client KPIs, while managing a team of performance marketers to drive measurable outcomes such as lead generation, ROAS, and revenue growth for both international and domestic clients.

### Senior Performance Marketing Executive | Alite Projects

**Jan 2025 – April 2025**

Directly collaborate with the Australian team to manage Google Ads, Meta Ads, and other advertising platforms for clients. Handle end-to-end campaign optimization to maximize performance. Create detailed audit reports, monthly performance reports, competitor analysis reports, and budget allocation reports. Support strategic decision-making by providing in-depth insights and recommendations to improve ROI.

### Performance Marketing Executive | GOIGI.com

**July 2021 – Jan 2025**

Managed Google Ads accounts for clients in the USA, Canada, Australia, United Kingdom. Supported team efforts in Facebook Ads, SEO and other advertising platforms. Collaborated with clients to optimize campaigns and achieve exceptional results. Also created performance marketing proposals.

### Google Ads Specialists | Growthpep.com

**May 2021 – July 2021**

As a Google ads specialist, I successfully managed Google Ads and Bing ads campaigns, primarily for ecommerce brands. I crafted and executed diverse campaign types. consistently delivering positive Return On Investment (ROI). Additionally, I meticulously generated comprehensive reports for each client, providing valuable insights to drive strategic decisions and enhance campaign performance.

### Affiliate Marketing | Upstox, Grammarly, Amazon

**April 2020 – May 2021**

Generated leads and drove conversions for companies like Upstox, Amazon, Grammarly through targeted online advertising.

### Oakleaf Robotics| Robotics Trainer & Developer

**Jan 2018 – Jan 2020**

During my engineering studies, I worked part-time as a Robotics Instructor, teaching robotics to students up to 12th grade and designing curriculum and hands-on projects to build practical understanding.

## CLIENT CASE STUDIES

### E-commerce (Furniture | USA & Canada)

- Scaled an e-commerce furniture brand from \$50/day to \$1,000/day ad spend across Google Ads and Meta while maintaining a consistent 5-6X ROAS.

### Packers & Movers (Melbourne):

- Optimized Google Ads for a leading packers & movers company, reducing cost per lead from \$90 to \$11 while maintaining steady lead volume.

### Luxury Fashion (Offline to Online):

- Helped a luxury fashion brand transition from offline-only to e-commerce, driving consistent 6-7X ROAS through high-intent Meta and Google Ads campaigns.

### NDIS Management Agency (Australia):

- Scaled paid acquisition for a leading Australian NDIS plan management agency from AUD 500/day to AUD 2,000/day, generating qualified leads at ~AUD 100 CPL consistently.

### Real Estate (Mumbai):

- Managed lead generation for top real estate developers in Mumbai, cutting CPL from ₹1,300 to ₹300 while improving overall lead quality.

## CERTIFICATIONS

- GA4 Certification (Skillshop)
- Google Tag Manager (Skillshop)
- Google Ads Certification
- Microsoft Ads Certification