



# DEEP KUMAR DAS

Performance Creative Specialist

## PROFESSIONAL SUMMARY

Performance Creative Specialist with practical knowledge of Meta Ads and Google Ads campaign setup. Skilled in designing high-converting ad creatives, video ads, and Figma landing page layouts focused on performance marketing goals. Created 25+ ad posters and 10+ promo videos for advertising use, combining creative design with audience targeting strategy.

## PROFESSIONAL SKILLS

- Performance Creative planning for Meta Google Ads
- Ad poster design for promotional campaigns (gym, salon, food, e-commerce)
- Video ad creation using Adobe Premiere Pro
- Landing page UI layout design in Figma (conversion-focused)
- Creative strategy based on user attention ad performance
- Graphic design using Photoshop Canva
- AI tools for faster creative workflow

## PROJECT EXPERIENCE

### Performance Creative& Ad Projects.

Designed 25+ ad creatives for gym, salon, food, and ecommerce promotional campaigns.

Created 10+ video ads for social media advertising using Premiere Pro.

Planned mock Meta Ads and Google Ads campaigns with audience targeting and creative strategy.

Built personal portfolio website to showcase ad creatives and UI work.

Designed conversion-focused landing page layouts in Figma for ad traffic.

## INDUSTRIAL APPRENTICESHIP (1 YEAR)

### Apprentice Trainee – Production Department Jubilant FoodWorks Ltd.

Maintained quality control standards and followed safety protocols. Gained hands-on experience in structured industrial processes, teamwork, and operational discipline.

## CONTACT

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## CORE SKILLS

### Performance Creative Ad Design

### Meta Ads Google Ads Campaign Setup

### Landing Page UI Design (Figma)

### Ad Video Editing (Premiere Pro)

### Graphic Design (Photoshop,After effects)

### AI Tools for Creative Workflow

## EDUCATION

- **Premier Program in Digital Marketing 2025 - 2026**  
NIHT INFOSOLUTION PRIVATE LIMITED
- **ITI - Fitter Trade 2021-2023**  
Howrah Homes Industrial Training Institute
- **Higher Secondary Education 2021**  
Bantra M.S.P.C. High School