

Mohammad Shahid | Delhi, India | +91-8700-71-1616 | Mohdshahid92142@gmail.com |
[LinkedIn Profile URL] | [Portfolio/Website URL]

PROFESSIONAL SUMMARY

Results-oriented Performance Marketer with 6 years of experience managing multi-channel ad spend and driving revenue growth. Expert in optimizing paid media campaigns across Meta, Google, and LinkedIn to maximize ROAS and minimize CAC. Proven track record of scaling monthly budgets from ₹50,000 to ₹3 Lakhs while maintaining profitability above 350% ROI. Adept at data analysis, A/B testing, and conversion rate optimization (CRO).

CORE COMPETENCIES

- **Paid Media:** Meta Ads (Facebook/Instagram), Google Ads (Search, Display, YouTube, Shopping), LinkedIn Ads, WhatsApp Ads.
- **Analytics & Tools:** Google Analytics 4 (GA4), Google Tag Manager (GTM), SEMrush, HubSpot, Clarity
- **Strategy:** Funnel Optimization, A/B Testing, Audience Segmentation, Retargeting Strategies, Budget Allocation, Attribution Modeling.
- **Technical Skills:** Pixel Implementation, Advance Event Tracking, Basic HTML/CSS/JavaScript, Copywriting, Creative Strategy, OTP Service implementation, WhatsApp Event Tracking

PROFESSIONAL EXPERIENCE

Performance Marketer | MahattaArt | Delhi [July, 2023] – Present

- Managed a consistent monthly ad budget of ~₹85k over 3 years, optimizing campaigns to generate **₹1.2 Cr+** in total revenue (4x ROAS)
- Reduced Customer Acquisition Cost (CAC) by **30%** through aggressive A/B testing of creative assets and landing pages & Audience.
- Scaled paid search campaigns, driving a **20%** increase in qualified leads/conversions within 60 Days.
- Implemented server-side tracking (CAPI) and enhanced measurement protocols to mitigate signal loss from iOS privacy updates. Meta Conversion
- Collaborated with creative teams to design high-converting ad visuals, resulting in a **5%** improvement in Click-Through Rate (CTR).

Digital Marketing | Expendbuzz | Kalkaji [September, 2022] – [May, 2023]

- Executed end-to-end marketing strategy for Restaurant, Clothing, E-commerce, FMCG, Health wellness generating **Rs. 35Lakhs** in direct revenue.
- Optimized keyword bidding strategies on Google Ads, improving Impression Share by **30%** while lowering CPC by **15%**.
- Conducted weekly performance analysis and reporting using Clarity to provide actionable insights to stakeholders.
- Launched a retargeting campaign that recovered **10%** of abandoned carts/leads.

Social Media Manager | Buzzformance | Faridabad [Jan, 2021] – [September, 2022]

- Assisted in the management of paid social campaigns, contributing to a **30%** growth in social traffic, Collaborating Influencers and Creative Post and Reels
- Conducted competitor analysis and market research to identify new keyword opportunities and audience segments.

KEY PROJECTS

Lead Generation | Google Ads Manager

- Developed paid Lead Generation strategy for Studio Ip, resulting in 90 sign-ups in the first month.
- Managed a **Google Search Ad** that achieved a **Click-Through Rate (CTR)** of **28.%** **Search Impression Share 15%**

EDUCATION

BBA, in Marketing | Manipal University Jaipur | New Delhi, Delhi

CERTIFICATIONS

- Corizo Digital Marketing Certificate
- Google Ads Search Certification
- ADCA: Advanced Diploma in Computer Applications
- Google Fundamental of digital marketing certification-Credential ID–TVL L5G 6UW
- Digital marketing Foundations - LinkedIn Learning