

# Kanishk Singh

*Data-driven Digital Marketer*

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🌐 LinkedIn 📁 Portfolio 🐙 GitHub

🇮🇳 Indian DOB: 02 July 2001



## Professional Summary

Results-oriented digital marketer with over 2.5 years of hands-on experience running performance and content campaigns across Meta and Google ecosystems. Skilled at translating GA4 insights into optimisations that improved click-through rates by approximately 15% and reduced cost per acquisition by approximately 12%. Experienced in building marketing automation and analytics workflows to scale competitor research and reporting. Seeking growth opportunities in performance marketing or marketing analytics.

## Areas of Expertise

Performance Marketing • Paid Social • Paid Search • Social Media Marketing • Campaign Management • Content Marketing • SEO • Analytics and Reporting • A/B Testing • Conversion Rate Optimisation

## Technical Skills

**Analytics:** Google Analytics 4 (GA4), Google Tag Manager, Looker Studio

**SEO and PPC:** Google Ads, Meta Ads Manager, SEMrush, HubSpot

**Editing and Design:** Adobe Premiere Pro, Figma, Canva

**Other Tools:** Meta Business Suite, Hootsuite, YouTube Studio

## Experience

### Pocket FM

*Ad Operations Specialist (Contract) | Remote*

*Jun 2025 to Present*

- Manage multi-channel ad campaigns through Meta Ads Manager to support user acquisition and engagement across key geographies.
- Optimise creatives, audiences, and placements to improve click-through rate by about 16% and reduce cost per result by about 14% while maintaining target performance.
- Build and maintain performance dashboards with actionable insights to guide budget allocation and campaign scaling decisions.

### Intertek India Pvt. Ltd.

*Digital Marketing Executive | Delhi*

*Sep 2024 to Jun 2025*

- Directed paid and organic campaigns across search and social, contributing to an increase in marketing qualified leads of about 22% and improved brand visibility.
- Used GA4 reporting to identify high-intent audiences and optimise landing pages, which helped improve conversion rate by approximately 18%.
- Collaborated with sales and product teams to align campaigns with business KPIs and streamline lead tracking from enquiry to closure.

### Tradebuilder Inc.

*Digital Marketing Associate | Remote*

*Sep 2023 to Jul 2024*

- Managed PPC and email campaigns using Google Ads, Facebook Ads, and HubSpot to support B2B lead generation.
- Produced weekly funnel and cohort reports through GA4, highlighting optimisation opportunities that improved ad return on investment by about 20%.

- Ran A/B tests on ad creatives and landing pages, which helped increase click-through rate by about 12% and lower cost per lead.

**ABP Learning Technologies Pvt. Ltd.**

*SEO Intern / Noida*

*Jun 2023 to Sep 2023*

- Helped scale Instagram to over 3,000 followers and YouTube to over 10,000 subscribers within 4 months through consistent content and optimisation with an organic-first approach.
- Improved search visibility using on-page SEO, keyword research, and meta tag refinement for key landing pages.

## Projects

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### Custom GPT for Marketing Intelligence

- Built a custom GPT tool integrating SEMrush, Ahrefs, and Google Analytics to automate competitor and keyword insight generation for campaign planning.
- Designed structured prompt frameworks and reporting templates to standardise insights across markets and reduce manual research time.

### Chatbot Integration for Intertek India Website

- Deployed a Landbot-powered chatbot on an Optimizely CMS website to capture and qualify leads for multiple business units.
- Created conditional flows and ran A/B tests on conversation paths to improve lead completion rate and overall user experience.

## Education

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### Jaypee Institute of Information Technology

*BBA in Marketing / 2020 to 2023*

Noida, Uttar Pradesh

CGPA: 7.7/10

## Certifications and Summits

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Google Ads (Skillshop) • Social Media Marketing (HubSpot) • Fundamentals of Digital Marketing (Google) • SEO (HubSpot)

**Summit:** WhatsApp Business Summit 2025 (Meta, Enterprise Track), New Delhi

## Soft Skills

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Team collaboration • Cross-functional communication • Analytical thinking • Project management

## Languages

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English (Fluent, IELTS Band 7.5) • Hindi (Native) • Dutch (A2)