

PUNIT CHAUHAN

Performance Marketing Strategist | Ecommerce Growth Specialist | Web Developer

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Performance-focused marketer and web developer with 3+ years experience driving revenue growth for ecommerce brands across 5+ countries. Specialized in running ROI-driven ad campaigns (Meta + Google), SEO strategies, and conversion-optimized Shopify/WordPress builds. Proven track record of managing 60+ projects that delivered measurable business results – not just traffic, but real sales and scale.

CORE SKILLS

Performance Marketing (Meta & Google Ads)	Shopify & WordPress Web Development	Funnel Design & Landing Page Optimization	Analytical Skills (GA4, GSC, Looker Studio)
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KEY WINS

- Increased **SEO traffic by 180%** for 3 ecommerce clients **within 6 months** through on-page optimization and backlink strategy.
- Managed ad budgets over **\$100K+ across Meta and Google** with an average **ROAS of 4.2x**.
- Developed high-converting **Shopify landing pages** that improved checkout **conversions** by up to **30%**.

PROFESSIONAL EXPERIENCE

TNW - The Natural Wash | Digital Marketing Executive

Dec 2024 - Present

- Launched & managed Meta + Google ad campaigns, achieving a 3.5x average ROAS.
- Optimized Shopify store performance with faster load times and UX tweaks, boosting conversion rate by 25%.
- Created Looker Studio dashboards for marketing analytics and KPIs tracking.

Incrementors Web Sol. | Team Coach

June 2022 - Nov 2024

- Promoted from SEO Executive to Team Coach & Project Manager.
- Led a team of 5+ marketers across 10+ digital campaigns (SEO, Ads, Analytics).
- Trained team on GSC/GA4 usage, technical SEO audits, and CRO best practices.
- Built project delivery systems that improved client retention by 40%.

EDUCATION

Digital Marketing Course

Aug 2021 - Mar 2022

Expert Training Institute

- Learned about the basics and fundamentals of Digital Marketing. Website development first hand experience.

Bachelors Degree in Commerc

May 2014 - May 2016

Delhi University

- Learn about how business works and it's managements.

ADDITIONAL INFORMATION

- **Languages:** English, Hindi.
- **Certifications:** Digital Marketing Expert.
- **Awards/Activities:** 2022 – 2023 Managed Fifty five projects worth over \$100K, Increase the Organic Traffic by 20% in the internship.