



PROFESSIONAL SUMMARY

Performance Marketing Specialist with nearly 5 years of hands-on experience scaling paid acquisition channels across Google Ads, Meta Ads, and LinkedIn Ads. Proven track record in data-driven ROAS optimization, full-funnel strategy, GA4 tracking configuration, and CAC reduction. Skilled at diagnosing underperforming campaigns, driving CRO, and scaling client revenue.

PROFESSIONAL EXPERIENCE

LeadsGen | Hyderabad, India

Total Duration: April 2022 – Present

Performance Marketing Specialist | April 2023 – Present

- Manage end-to-end performance budgets across Google Ads (Search, PMax, YouTube), Meta Ads, and LinkedIn to optimize CAC and ROAS.
- Direct conversion rate optimization (CRO) via continuous A/B testing on ad creatives, value propositions, and landing page funnels.
- Configure custom event tracking and attribution models using GA4 and Google Tag Manager.

Digital Marketing Executive | April 2022 – March 2023

- Managed daily execution and bid adjustments for paid search and paid social campaigns.
- Executed technical SEO and website maintenance on WordPress assets to improve organic reach and speed.

Biproc Infra Pvt. Ltd. | Hyderabad, India

October 2021 – April 2022

Digital Marketing Executive

- Executed SEO, content strategy, and local search optimization for real estate projects.

NOTABLE PROJECTS & ACHIEVEMENTS

Client work handled at LeadsGen

- **Al Manal Training Center, UAE:** Drove 266% revenue growth (reaching 110k+ AED/month) and scaled ROAS from 1.2x to 4.4x through high-intent paid acquisition campaigns.
- **Ode Spa (formerly O2 Spa):** Led the paid re-branding acquisition strategy, deploying multi-platform awareness and performance funnels to re-engage existing customers and drive new direct bookings post-rebrand.
- **Meghavi Wellness Spa:** Scaled blended ROAS from 1.2x to 3.5x across a combined ₹10 Lakh/month budget (Meta & Google Ads) by deploying high-intent paid campaigns paired with custom high-converting landing pages.
- **The MVP (Custom PC Builders):** Executed targeted search optimization, securing top-rank positions for high-intent keywords like “Custom Gaming PC”.
- **Ridhira Zen (Luxury Real Estate):** Built an end-to-end lead acquisition funnel and deployed Meta Ads campaigns, integrating CRM tech and custom CRO-optimized landing pages to capture and qualify high-intent luxury villa/plot buyers.

SKILLS & PLATFORMS

Paid Media: Google Ads (Search, Display, PMax, YouTube), Meta Business Suite, Advantage+ Shopping, LinkedIn Ads

Analytics & Attribution: Google Analytics 4 (GA4), Google Tag Manager (GTM), Conversion Tracking, A/B Testing, CRO

Organic & MarTech: Technical & On-Page SEO (SEMrush, Ahrefs), WordPress, HubSpot CRM, Mailchimp, HTML/CSS

CERTIFICATIONS

- Google Digital Marketing & E-commerce Professional Certificate — Google (via Coursera)
- Google Ads Display Certification — Google Skillshop, Google Ads Essential Training — LinkedIn Learning
- Google Analytics Certification (2026) - Google Skillshop, Google Analytics 4 (GA4) Essential Training — LinkedIn Learning

EDUCATION

Bachelor of Science — MECs

G. Pulla Reddy Degree and P.G. College (Osmania University) | 2018 – 2021