

CONTACT

- Gurugram, India 122001
- +91-8290014321
- vsmchauhan1@gmail.c om

SKILLS

- Conversion Rate
 Optimization CRO
- Lead Generation & B2B/B2C Campaigns
- (GA4, GTM, SEMrush, Ahrefs)
- Shopify Optimization
- · Marketplace Specialist
- Google Ads & PPC Campaigns
- Conversion Rate
 Optimization (CRO)
- Google Analytics & Data Analysis
- Search Engine Optimization (SEO)
- Keyword Research & Analysis
- A/B Testing & Landing Page Optimization
- Budget Management & ROI Optimization
- Lead Generation & Customer Acquisition
- SEMrush, Ahrefs, Google Search Console
- E-Commerce SEO & Paid Social Campaigns
- Cross-Functional Team Leadership
- Strategic Planning & Execution
- Advanced data

VASEEM CHAUHAN

Digital & Performance Marketing Manager

Performance Marketing expert with 10+ years of experience scaling ROI-focused campaigns across Google Ads, Meta, LinkedIn, and marketplaces (Amazon/Flipkart). Proven track record in:

- **✓** Data-Driven Marketing Leader | PPC & Conversion Optimization Specialist
- ✓ Driving 4-8X ROAS for D2C/eCommerce brands through precision targeting and bid optimization
- ✓ Managing \$500K+ annual ad spend with 30% reduction in CPA
- ✓ Building high-converting landing pages (WordPress/Coding /WooCommerce) that align with paid media strategies
- √ Leading cross-functional teams (SEO, content, creative) for omnichannel campaign success

EXPERIENCE

Performance Marketing Manager Shankom Solutions Inc. - Delhi, India

Leading performance marketing strategies for U.S.-based clients across industries, including SaaS, real estate, and eCommerce.

Managing and optimising paid advertising campaigns across

Google, Meta (Facebook/Instagram), and LinkedIn Ads, with a strong focus on lead generation, CPL reduction, and ROAS improvement.

- Collaborating with creative, content, and analytics teams to deliver full-funnel campaign execution from landing page design to retargeting.
- Leveraging tools like GA4, GTM, SEMrush, and Looker Studio for real-time reporting, budget planning, and data-driven decision making.
- Executing A/B testing, conversion rate optimisation (CRO), and custom dashboard creation for performance insights and client reporting.
- Website: www.shankom.com

Digital Marketing Manager | Paid Marketing

SLS Designs India Pvt Ltd - Gurugram, Haryana

- Boosted qualified leads 60% via CRM-integrated forms & automated workflows
- Grew organic traffic 45% through technical SEO (schema, Core Web Vitals 90+)
- Cut bounce rate 30% while improving ad relevance (20% lower CPC)
- A/B tested CTAs for 22% higher conversions
- Built the company website www.slsdesigns.in with a fully mobileresponsive and SEO friendly design as per B2B growth.

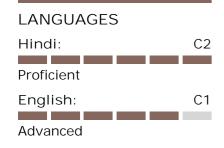
Sr. Trainer cum Manager - Digital Marketing
Digiperformance Media Pvt Ltd - Gurugram, Haryana

04/2025 - Current

09/2023 - 03/2025

analytics and MS Excel

 Data-driven decisionmaking



EDUCATION

2012

B. Tech. - Information Technology Rajasthan Technical University - Kota, Rajasthan

KEY ACHIEVEMENTS

- SEO: Grew organic traffic by 40% for a real estate client via technical SEO fixes and content clusters.
- CRM: Automated email workflows, increasing lead-to-customer conversion by 35%.
- Achieved 60% traffic growth for a niche eCommerce brand in six months
- Trained 550+ professionals on SEO & SEM best practices across organizations.
- ROI-focused strategies that reduced CPA by 30% for lead-gen campaigns.

HOBBIES AND INTERESTS

- Exploring AI tools and digital marketing innovations
- Social media community engagement
- Traveling and building business connections
- Playing chess and public speaking

 Trained 1000+ developers in advanced Website, SEO, and Lead Generation (hooks, filters, custom queries) and JavaScript (React + WP REST API).

Developed a proprietary LMS plugin for online courses, reducing client reliance on LearnDash/LifterLMS.

Optimized agency-hosted sites, decreasing server load by 40% via OPcache, Redis, and efficient queries.

Built the company's website www.digiperform.in with a fully mobile-responsive and SEO friendly design as per B2B growth.

Digital & Performance Marketing & Manager UBall Services Pvt Ltd - Janakpuri, New Delhi

• Rebuilt company website in WordPress, improving page speed from 3s to 1s via code splitting and caching.

Automated content workflows with custom WP-CLI scripts and CRON jobs.

Integrated Google Maps API & payment gateways for a booking system plugin.

Website: www.uballservices.in

Digital Marketing Executive

Sultana Handicraft Exporter - Jaipur, Rajasthan

(Metal Handicraft Manufacturer & Exporter)

Transformed product page SEO, targeting high-value export queries like "brass home decor wholesale", resulting in 40% organic sales growth.

Built a backlink profile through collaborations with *interior* design blogs and trade portals, improving domain authority by 15 points.

Optimized image ALT texts and metadata for 300+ product SKUs, boosting visibility in *Google Image Search* by 60%

Website: www.sultanahandicraft.com

Brand and Marketing Coordinator

Hind Education and Employment Society - Jhunjhunu, Rajasthan

• Engaged with the team to enhance outreach efforts.

Managed social media platforms, increasing engagement rates by 40% within six months.

Streamlined internal processes for content creation and distribution, increasing team productivity.

 Coordinated with external agencies for the production of marketing materials, ensuring brand consistency.

Lecturer in Computer Science

Lords International School - Churu, Rajasthan

- Demonstrated practical applications of Computer Science subjects to increase student engagement and comprehension.
 - Illustrated practical uses of Computer Science curriculum to enhance student passion and understanding.
 - Facilitated workshops on Python programming and machine learning techniques, enhancing students' practical skills and industry readiness.
- Administered virtual learning environments, ensuring content was accessible and engaging for remote learners.

08/2022 - 09/2023

04/2019 - 07/2022

04/2015 - 03/2019

03/2014 - 03/2015

03/2013 - 03/2014

CORE SKILLS

TECHNICAL SKILLS

- ✓ WordPress Expertise
 Front-End Development
 Back-End & DevOps Tools
 & Workflow
- ✓ Custom Theme & Plugin Development
- √ WooCommerce (Custom Checkout, Payment Gateways, Subscriptions
- ✓ Performance
 Optimization (Caching,
 Lazy Loading, Database
 Optimization)
- ✓ Security Hardening (Firewalls, Malware Scanning, CSRF/XSS Protection)

CERTIFICATIONS

- Google Ads Certification Google
- Meta (Facebook) Ads Advanced Meta
- Advanced Digital Marketing, Simplilearn Solution Pvt. Ltd.
- Business Analytics with Excel, Simplilearn Solution Pvt. Ltd.
- Advanced Programming Certification, Karrow Technology Pvt. Ltd.
- Advanced WordPress Development (Udemy, 2020)
- JavaScript Algorithms & Data Structures (freeCodeCamp)
- WooCommerce Certified Developer (WooCommerce, 2017)