



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

CONTACT



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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

EXPERIENCE

Performance Marketing Manager

Shankom Solutions Inc. - Delhi, India

- 04/2025 - Current
- 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

- 09/2023 - 03/2025
- 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 mobile-responsive and SEO friendly design as per B2B growth.*

Sr. Trainer cum Manager - Digital Marketing

Digiperformance Media Pvt Ltd - Gurugram, Haryana

- analytics and MS Excel
- Data-driven decision-making

LANGUAGES

Hindi: C2

Proficient

English: C1

Advanced

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.
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HOBBIES AND INTERESTS

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

- 08/2022 - 09/2023
- 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

- 04/2019 - 07/2022
- 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

- 04/2015 - 03/2019
- *(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

- 03/2014 - 03/2015
- 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

- 03/2013 - 03/2014
- 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.

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)