

Iti Chausali

- Digital Ad Manager
- Paid Marketing
- Lead Generation Expert



Professional Summary

Results-driven Digital Marketing Professional with 6.8 years of experience in paid and performance marketing. Expert in managing high-impact campaigns on Meta Ads, Google Ads, and Amazon Ads to drive lead generation and maximize ROI. Skilled in ad performance optimization, audience targeting, and data-driven strategies. Strong background in website development using Wix, WordPress, and Shopify, ensuring conversion-focused design and seamless user experience



+91-7983194942



Noida, UP, India



itichausali6@gmail.com



[Iti Chausali](#)

Key Skills

- **Paid Marketing:** Google Ads, Facebook Ads, LinkedIn Ads, Google Tag Manager
- **SEO & SMM:** On-page SEO, Off-page SEO, Social Media Marketing
- **Website Development:** Shopify, WordPress, Wix, Bootstrap
- **CRM & Email Marketing:** Elastic Email, ActiveCampaign, SendGrid
- **Analytics & Optimization:** Google Analytics, ROAS, A/B Testing
- **Project & Team Management:** Leadership, Strategy Planning, Performance Analysis

Education & Certifications

- Master of Computer Applications (MCA)
- Bachelor of Computer Applications (BCA)
- Google Search Ads Certification
- Google Analytics Certification

Work Experience

Digital Ad & Marketing Ops Manager

April 2023 – Jan 2025

- Managed Amazon PPC campaigns (Sponsored Products, Sponsored Brands, Sponsored Display), achieving sales growth and maximizing ROI.
- Collaborated with content and creative teams to improve product listings with SEO and conversion rate optimization strategies.
- Conducted in-depth keyword research and bid optimization for Amazon campaigns, Google and Meta Ads focusing on profitability and growth.
- Managed Google Ads and Meta campaigns, focusing on paid search strategies and audience targeting for customer acquisition. Used google Tag manager for conversion tracking.
- Provided strategic direction to the team, optimizing paid search campaigns and ensuring alignment with business objectives.
- Developed detailed performance reports, including A/B tests and actionable insights for optimization.
- Carousel, Single Image and Catalogues ads Experience. Hands on Experience in Lead gen, engagement and Traffic Campaigns
- Competitor Research using Facebook & Google Ad library. Ad copy writing as per industry best performing ads.

Skills

- Google Ads
- Meta Ads
- Email Marketing
- HubSpot CRM
- ChatGPT
- FacebookBusiness Suite
- Uber Suggest
- Keyword Planner
- GA4
- VidIQ
- LinkedInSales Navigator
- Shopify
- WhatsApp Automation

Project Manager

Oct 2021 – March 2023 | 2 Years

- Managed LinkedIn marketing campaigns, utilizing Sales Navigator to identify target audiences.
- Planned and executed social media and content marketing campaigns for B2B and B2C products.
- Managed Sales, Engagement, and Traffic Ads for travel and EdTech clients.
- Generated WhatsApp automation leads via Meta Ads.
- Handled Google Search, Display, and Shopping Ads for an apparel client, including Google Merchant Center management.
- Monitored CTR, conversion rates, and ROAS, making data-driven adjustments for optimization.
- Planned and Optimized ads as per goals and prepared report for determining the performance
- Proofread content and identified relative businesses and strategies for ad copy roadmaps.
- Led and assisted a team of 8 members in creative design, social media posting, and content creation.

CRM Manager & Email Marketing Consultant

Oct 2019 – Sep 2021 | 2 Years

- Resolved customer queries related to inboxing, spam filtering, and IP blacklisting.
- Expertise in Domain Verification and DNS records including SPF, DKIM, CNAME, and DMARC.
- Configured email automation, A/B testing, subject line testing, and DNS specification checks.
- Provided email marketing product demonstrations and client onboarding assistance.
- Managed client retention, leading to a recurring client base for email marketing services.
- Handled critical support tickets with Elastic Email and ActiveCampaign, resolving high-level issues.
- Ensured compliance with best practices for email deliverability and account management. Resolved customer queries related to email deliverability, spam filtering, and IP blacklisting.
- Configured email automation workflows, A/B testing, and subject line testing to optimize performance.
- Worked with email service providers to ensure deliverability, maintain IP reputation, and remedy blacklisting. Using Tools like Sender score, MXToolbox and DMARC Analyser.
- Managed email marketing campaigns for multiple clients, ensuring optimal results.
- Ensured compliance with legal email marketing standards and regulations.

Business Development Executive

Jun 2018 – Sep 2019 | 1 Year 4 Months

- Generated leads for SaaS-based email marketing solutions including Elastic Email & ActiveCampaign via LinkedIn.
- Managed outbound and inbound sales queries and scheduled follow-ups.
- Provided product demonstrations and facilitated client onboarding.
- Handled website outbound chat management to improve engagement.
- Coordinated account creation and technical support with development teams.
- Wrote affiliate marketing blogs for SMBprofits, comparing different software solutions.

Analyst | Athena Globus Pvt Ltd

Sep 2016 – Mar 2017 | 7 Months

- Conducted data analysis to improve business insights.
- Assisted in report generation and data visualization for internal stakeholders.
- Worked on process optimization for better operational efficiency.

Software Engineering Trainee | Fonantrix Solutions

Jan 2015 – Mar 2016 | 1 Year 3 Months

- Assisted in software development and debugging tasks.
- Worked with development teams to test and deploy software applications.
- Gained experience in software lifecycle management and troubleshooting.