

SUNIL KUMAR

Loc : Gurgaon, HR Mob : +91-8789923696 Email : digitalsunilk@gmail.com

Objectives:-

A results-driven Digital Marketing Manager with over 7 years of experience in Google Ads, Meta (Facebook & Instagram), and online advertising. Skilled in creating and managing high-performing ad campaigns that drive leads, sales, and brand awareness Strong expertise in keyword research, audience targeting, budget optimization, and performance analysis.

Skills :

Strategy & Business Growth <ul style="list-style-type: none">● Marketing funnel development● Competitor analysis & market research	Search Engine Optimization (SEO) <ul style="list-style-type: none">● On-page SEO (content, meta tags, keyword optimization)● Off-page SEO (backlinking, outreach)● Technical SEO (site speed, structured data, crawlability)
Advertising & Paid Media <ul style="list-style-type: none">● Google Ads (PPC, Display, YouTube Ads)● Meta Ads (Facebook, Instagram Ads)● Remarketing & Retargeting Strategies● Budget Management & ROI Optimization	Conversion Rate Optimization (CRO) <ul style="list-style-type: none">● Landing page design & optimization● Heatmaps & user behavior analysis● Call-to-action (CTA) testing

Tools Used:

<ul style="list-style-type: none">● Google ads● Meta Ads● Zapier (Automation)● Brevo (Email Mareting)	<ul style="list-style-type: none">● Google Analytics (GA4)● SEmrush● Google Search Console● Ms Excel, Power Point.
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Work Experiences:-

- **Radiance Hair Studio - New Delhi**

Digital Marketing Manager (May 2024 - Current)

Google Ads Responsibilities

- **Campaign Setup & Management:** Creating, running, and optimizing ads on Google Search, Display, &YT
- **Keyword Research** – Finding the best keywords to target the right audience.
- **Ad Copywriting** – Writing engaging ads that attract clicks.
- **Budget Management** – Allocating ad spend wisely for maximum ROI.
- **Performance Tracking** – Analyzing data (CTR, CPC, conversions) and making improvements.
- **A/B Testing** – Testing different ads to see what works best.
- **Landing Page Optimization** – Ensuring the webpage users land on is optimized for conversions.

Meta (Facebook & Instagram) Responsibilities

- **Ad Campaign Management** – Running and optimizing ads across Facebook & Instagram.
- **Audience Targeting** – Using interests, demographics, and behaviors to reach the right people.
- **Ad Creative Development** – Designing attractive images, videos, and ad copy.

- **Budget & Bidding Strategies** – Managing ad spend for better cost-efficiency.
- **Pixel & Conversion Tracking** – Setting up Meta Pixel to track user actions.
- **Retargeting** – Reaching people who interacted with the website or ads before.
- **Performance Analysis** – Monitoring insights and improving ad performance.

● **Designwise India Pvt Ltd. - Gurgaon**

Asst. Digital Marketing Manager (Feb 2023- April 2024)

- Plan, create, and optimize Meta ad campaigns to maximize performance, ensuring efficient budget allocation, audience targeting, A/B testing, and continuous performance analysis.
- Monitor key metrics (CTR, CPC, CPL, etc.), analyze data insights, and generate reports to improve ad strategies, ensuring alignment with business goals and marketing objectives.
- Work closely with developers, designers, and content creators to maintain a high-quality website.
- Monitor website performance, ensuring fast loading speeds and mobile responsiveness.
- Generate reports on website traffic, keyword rankings, and user behavior.
- Analyze data to suggest improvements for better search visibility and user experience.
- Implement A/B testing to improve website elements and conversions.
- Conduct keyword research to optimize website content for higher search rankings.
- Implement on-page and off-page SEO tactics, including meta tags, internal linking, and backlink building.

● **Infocastel Pvt Ltd. - New Delhi**

Digital Marketing Executive (Oct 2019 - Feb 2023)

- **Campaign Strategy & Execution** – Develop, implement, and optimize paid advertising campaigns on Google Ads and Meta Ads to achieve business goals, including lead generation, conversions, and brand awareness.
- **Keyword & Audience Targeting** – Conduct in-depth keyword research, audience segmentation, and competitor analysis to improve ad targeting, ensuring maximum ROI.
- **Ad Performance Monitoring & Optimization** – Analyze campaign performance metrics (CTR, CPC, ROAS, CPA) and continuously optimize ad creatives, bids, and placements to improve efficiency.
- **A/B Testing & Landing Page Optimization** – Execute A/B tests on ad copies, visuals, and landing pages to enhance user engagement and conversion rates.
- **Reporting & Budget Management** – Track campaign performance, generate detailed reports, and manage ad budgets effectively to maximize returns while minimizing costs.

● **Shikhar Travels Pvt Ltd. - Delhi**

Digital Marketing Executive (Dec 2018 - Oct 2019)

- **SEO Strategy & Execution** – Conduct keyword research, optimize website content, implement on-page & off-page SEO tactics, and track performance using Google Analytics & Search Console to improve organic rankings.
- **Google Ads Management** – Plan, create, and optimize PPC campaigns for Search ads, Conduct A/B testing, manage budgets, analyze performance metrics, and ensure high ROI.
- **Meta Ads Optimization** – Develop and execute paid social media campaigns on Facebook & Instagram. Optimize targeting, creatives, and ad placements while monitoring key performance indicators (KPIs) like CTR, CPC, and ROAS.
- **Performance Tracking & Reporting** – Use tools like Google Analytics, Meta Business Suite, and other reporting platforms to measure campaign success, generate insights, and suggest data-driven optimizations.
- **Market Research & Trend Analysis** – Stay updated with industry trends, algorithm updates, and competitor strategies to adapt and improve digital marketing efforts for better performance and engagement.

● **Indian Holiday Pvt Ltd. - New Delhi**

SEO Executive (May 2017- May2018)

- **Keyword Research & Strategy** – Conduct in-depth keyword research, analyze trends, and develop SEO strategies to improve organic rankings.

- **On-Page & Technical SEO** – Optimize website content, meta tags, URL structures, and ensure technical SEO best practices for better crawlability.
- **Content Optimization & Link Building** – Collaborate with content teams to enhance SEO-friendly content and execute link-building strategies for domain authority.
- **Performance Monitoring & Reporting** – Track website traffic, rankings, and conversions using tools like Google Analytics, Search Console, and SEO software.
- **Algorithm Updates & Competitor Analysis** – Stay updated with search engine algorithms, analyze competitors, and adapt SEO strategies for continuous improvement.

Education:

University/College	Passing Year
Prist University - B.Tech (Mech)	2012-2016
B.S.E.B Patna (12th) (PCM)	2008-2010
B.S.E.B Patna (10th)	2007-2008

Languages:

Hindi	English
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Permanent Address: Purnea, Bihar, Pin -854202

Hobbies: Cooking, & Playing Cricket