

SHAMSHER SINGH

PERFORMANCE MARKETING EXECUTIVE

CONTACT

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SKILLS

- Ms Excel
- Wordpress
- Ms Office
- Google Ads editor
- VlookUp
- Pivot Table
- HTML

EDUCATION

Grduation

Sri Guru Nanak Dev Khasla College

B.com (Prog) 2018-2021

TOOLS

- Semrush
- Google Analytics
- Magic Brief
- Google Adwords
- Mailchimp
- Zoho
- Infinito
- Google Search Console
- Googler Ads Editor
- Surbochat
- Pabbly Connect
- Mail jet
- My Operator

PROFILE

To achieve an opportunity in such a reputed organization where I can enhance and utilize my challenging and hardworking capabilities to full extent and that can provide me a gate for learning career development.

WORK EXPERIENCE

Performance Marketing Executive

EdTech – MBA/CAT Test Prep | Mindworkzz – Arun Sharma CAT Classes

- Ran high-performing lead generation campaigns on Meta (Facebook & Instagram) and Google Ads, generating 2,500+ clicks and 160+ verified leads within 3 months.
- Scaled daily course enrollments across live and self-paced products like **TCE Mocks, SCALE QA/DILR/VARC, Vocabulary Mastery**, and CAT 2025 foundation programs
- Managed and optimized a multi-channel lead gen funnel—leveraged Meta Ads, landing page CRO, retargeting, and WhatsApp automation to increase daily admissions by **20%+**
- Generated over **312 qualified leads** and **167 valid leads**, contributing to **23 final sales** with a Sales Conversion Rate of **14%**
- Oversaw **43,978+ impressions** and **4,801+ clicks**, maintaining an average **CTR of 10.92%** across multiple campaigns with consistent conversion tracking and optimization
- Managed Meta ad campaigns with over **800K+ reach** and **1M+ impressions**, maintaining strong control over budget and frequency to reduce ad fatigue.
- Overall campaign budget managed: **₹13 Lakhs+**; consistently hit lead targets under optimized spend.

Marketing Executive

Collegedunia

May 2023 – Jan 2025

- Developed and Executed Marketing Campaigns to Drive Customer Engagement, Retention, and Sales Conversion.
- Evaluate the Performance of **Google Adwords, Meta Advertising**, Campaigns Across Multiple Domains, Identifying Areas for Improvement and Optimization.
- Executed Daily Optimization of **Facebook Ads ,Google AdWords Campaigns**, continuously refining **Targeting, Keywords**, and **Ad Creatives** to improve Performance and maximize **ROI**.
- Create **Byer Persona & Campaign Strategies** for Each Project
- Managed Ad spent of Approximately **10 Lacs – 15 lacs** Per month
- Managed Meta Ad & Ad Words for **US Based Products – PocketMed. Tinge Beauty**
- Results-driven from last year generated **2300 leads** securing **125 applications**, acheiving a conversion rate of **5%**
- Maintained detailed reports on a daily and Monthly basis, tracking key metrics such as **open rates, click-through rates, ROAS and No. of leads** to Measure Campaign Success and Identify Trends.
- Achieved **20-30%** Growth at Collegedunia through Effective **SMS, WhatsApp**, and **Email** Marketing Campaigns