

Kuldeep Sharma

Performance Marketing Manager | Paid Media (Google, Meta, Amazon) | SEO & AI Search

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Rs 7 Crore+ lifetime managed ad spend | Rs 13,00,000 current monthly budget | 5x to 8x blended ROAS | Google, Meta, Amazon, LinkedIn

PROFESSIONAL SUMMARY

Performance marketer with 4.5+ years scaling paid media across Google, Meta, Amazon and LinkedIn for high-ticket D2C and industrial B2B. Currently owning a **Rs 13,00,000 monthly media budget** at **5x blended ROAS**, driving **Rs 60-65 lakh in monthly revenue**. Pairs paid acquisition with technical measurement (GA4, GTM, server-side tracking, attribution reconciliation), reporting in SQL and Power BI, and organic search, having ranked commercial keywords to **position 1 on Google** and into AI search citations.

CORE SKILLS

- Paid Search:** Google Ads (Search, Shopping, Performance Max, Display), keyword and match-type strategy, negative keyword sculpting, tROAS and tCPA bidding, Merchant Center feed optimization, search query mining
- Paid Social:** Meta Ads (Advantage+, prospecting and retargeting), creative testing frameworks, audience exclusions, frequency and overlap management, LinkedIn Ads (ABM, Lead Gen Forms), Snapchat Ads, Pinterest Ads
- Marketplace Ads:** Amazon Ads (Sponsored Products, Sponsored Brands, placement bid adjustments), Flipkart Ads, Meesho Ads, catalog and listing optimization
- Measurement and Tracking:** GA4, Google Tag Manager, Meta Conversions API, server-side tracking, pixel deduplication, attribution window reconciliation, offline conversion import
- SEO and AI Search:** Technical SEO, on-page and off-page SEO, commercial keyword ranking, schema markup, internal linking, AI search and LLM citation visibility (ChatGPT, Gemini, Perplexity)
- Data and Reporting:** SQL, Power BI, Looker Studio, Excel modelling, marketing dashboard design, ROAS, CAC and CPL analysis, cohort and AOV analysis
- Growth Strategy:** D2C sales funnels, B2B lead generation, conversion rate optimization, A/B testing, budget allocation across channels
- Tools:** Shopify, WordPress, HubSpot, Zapier, Google Search Console, Google Merchant Center, Canva, Python (automation), HTML, CSS, JavaScript (basic)

PROFESSIONAL EXPERIENCE

Performance Marketing Manager, SpeedX Hospitality Private Limited (Haus of Bars) | Delhi | May 2026 - Present

Premium D2C home bars, tandoors and outdoor cooking. Order values Rs 17,000 to Rs 1,40,000.

- Budget Ownership:** Manage a **Rs 13,00,000 monthly media budget** across Amazon Ads (Rs 6,00,000), Meta Ads (Rs 4,50,000) and Google Ads (Rs 2,50,000), delivering **5x blended ROAS** and **Rs 60-65 lakh in monthly revenue**.
- Amazon Ads:** Run Sponsored Products and Sponsored Brands as the **lowest-CAC acquisition channel**, using placement bid adjustments and search term harvesting to hold efficiency while scaling spend.
- Meta Ads:** Build prospecting and retargeting funnels for **Rs 50,000+ AOV** furniture, where a single conversion can take weeks; structure campaigns around creative testing and audience exclusion rather than short-window optimisation.
- Google Ads:** Run Search, Shopping and Performance Max on high-intent luxury and category keywords, with feed and Merchant Center optimisation across a **20+ SKU catalogue**.
- Tracking and Attribution:** Audited and rebuilt the measurement stack: resolved duplicate GTM containers and double-firing Meta Pixel events, corrected purchase value loss from a misconfigured tag, and reconciled a mismatch between internal attribution windows and Meta 7-day click / 1-day view reporting that was distorting reported ROAS.
- Omnichannel Expansion:** Direct marketplace marketing and catalogue visibility across Amazon, Tata CLiQ, Pepperfry, Nykaa, Flipkart and Meesho alongside website, telecalling and offline retail channels.
- CRO:** Lead a Shopify replatform and conversion audit, addressing price mismatches, missing trust and policy pages, and fragmented checkout tracking that were suppressing website conversion rate.

Digital Marketing Specialist, Akash Blowers Private Limited | Delhi | Jan 2025 - Apr 2026

Industrial B2B manufacturer (roots blowers, screw presses). Average order value approximately Rs 50,000.

- **Full-Funnel Ownership:** Managed approximately **Rs 6,00,000 monthly** across Google Ads (Rs 4-5 lakh), LinkedIn Ads (Rs 1 lakh) and Meta Ads (Rs 50,000), generating **Rs 40-45 lakh in monthly revenue** at roughly **7x blended ROAS**.
- **Google Ads:** Converted a Rs 5,00,000 monthly search budget into approximately **Rs 45,00,000 in monthly sales**, delivering **270-330 qualified leads per month** at an **average CPL of Rs 1,500** through tight match-type control and negative keyword sculpting on high-intent industrial terms.
- **LinkedIn Ads:** Targeted plant heads and procurement decision-makers with Lead Gen Forms and ABM audiences to reach buyers that search alone could not capture.
- **Meta Ads:** Used primarily for remarketing and brand recall against a long industrial consideration cycle.
- **SEO:** Ranked akashblowers.com at **position 1 on Google** for the core commercial keywords **roots blower, twin lobe roots blower and multi disc screw press**, building a compounding source of inbound leads independent of ad spend.
- **AI Search Visibility:** Optimised content and entity structure so the brand surfaces as a cited source in LLM-generated answers, an emerging discovery channel for B2B buyers.
- **Automation:** Built Python-based preference logic to automate IndiaMART lead buying, improving lead quality and reducing manual filtering time.
- **Brand Demand:** Grew branded search volume by approximately **70 percent**, shifting traffic from expensive generic keywords to lower-cost brand queries.
- **Tracking:** Implemented GA4 and GTM lead event tracking with CRM handoff and offline conversion import, so bidding optimised toward qualified enquiries rather than raw form fills.

Digital Marketing Specialist, Asadeep Furnishing Private Limited | Delhi | Jan 2022 - Dec 2024

Home furnishing fabrics. B2B bulk supply to manufacturers and contractors, plus a D2C fabric range.

- **Cross-Channel Budget:** Deployed **Rs 7,00,000 monthly media spend** across Google Ads (Rs 5,00,000) and Meta Ads (Rs 2,00,000), sustaining a **lifetime blended ROAS of 8x**.
- **B2B Lead Generation:** Ran high-intent search and social funnels on a combined **Rs 2,50,000 monthly budget** (Rs 2,00,000 Google, Rs 50,000 Meta) to generate bulk order enquiries for sofa fabric, chair fabric and curtain fabric from manufacturers, interior contractors and furnishing retailers.
- **D2C Scaling:** Directed **Rs 4,50,000 monthly** (Rs 3,00,000 Google Performance Max and Search, Rs 1,50,000 Meta) to scale direct-to-consumer sales of curtain fabrics and cushion fabrics.
- **SEO:** Ranked outdoorfabrics.co.in at **position 1 on Google** for **outdoor fabrics**, the category head term, and held asadeep.com on page 1 for competitive commercial queries.
- **Measurement:** Unified GA4 and GTM tracking across both domains to separate B2B enquiry and D2C purchase paths, enabling channel-level ROAS reporting rather than blended-only view.
- **Full-Funnel Efficiency:** Combined paid search, paid social and organic search into one demand strategy, which is what sustained the **8x blended return** over three years.

FREELANCE AND CONSULTING PROJECTS

Independent client engagements across five industries. Client names withheld under confidentiality agreements; campaign dashboards available on request.

D2C E-Commerce and Fashion

- **Hearing Protection Brand (Meta):** Rs 1.29 crore total ad spend generating **13,684 orders** at a sustained **3.17x ROAS** across a 5-month scaling engagement.
- **Women's Fashion Brand (Meta and Google):** Delivered **4.70x ROAS** on Rs 2,50,000 monthly Meta spend using video and carousel creative, alongside **12x ROAS** on Rs 2,00,000 monthly Google Performance Max and Search spend.
- **Custom Apparel Brand (Google):** Drove a **6x lift in impression share** through awareness and display campaigns for a customised t-shirt label at Rs 1,200 average order value.

Real Estate (High-Ticket Lead Generation)

- **Luxury Residential, Delhi NCR:** Rs 12,41,000 total spend generating **6,697 leads** at an **average CPL of Rs 185**, for properties priced between **Rs 5 crore and Rs 30 crore**.
- **Luxury Property, Dubai:** Generated **1,200+ qualified leads** from international buyers and investors on inventory averaging **USD 1 million+**, using geographic filters and high-intent demographic mapping.

Wellness and Skincare

- **Skincare Brand, United Kingdom:** Built full-funnel Meta campaigns for UK audiences using video creative and lookalike modelling, at **GBP 48 average order value** and **2.4x campaign scale**.

- **Organic Wellness Brand, Delhi:** Achieved **3.82x ROAS** on a **Rs 1,00,000 monthly budget** using detailed interest stacking to reach natural-lifestyle consumers.

Industrial B2B

- **Water and Sewage Treatment Plant Manufacturer:** Generated **476 qualified leads** in 3 months at a **10 percent lead conversion rate**, while scaling **impressions 6x** and reducing cost per lead.

EdTech

- **Online Course Platform:** Scaled monthly ad spend from **Rs 45,000 to Rs 10 lakh+** over an 8-month engagement, growing **purchase volume 12x** and generating **Rs 76.6 lakh in revenue** from **2,499 course purchases**.

EDUCATION

- MBA in Business Analytics, Amity University (Online) - Pursuing, 1st Year
- Bachelor of Arts (Political Science Honours), Delhi University (SOL) - 2026

CERTIFICATIONS

- Google Ads AI-Powered Performance - Google Skillshop
- Google Ads Measurement (tagging, conversion APIs, offline import, attribution) - Google Skillshop
- Google Ads Shopping (Merchant Center feeds, PMax asset groups) - Google Skillshop
- Google Ads Apps - Google Skillshop
- LinkedIn Marketing Specialist - LinkedIn
- Email Marketing and CRM - HubSpot Academy