

Kuldeep Sharma

Digital Marketing Manager | DataAnalyst | SEO Specialist

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Summary

Results-oriented Digital Marketing Manager with expertise in B2B and D2C campaigns. At Bizgurukul, drove ₹2.5 Cr+ in sales and 50,000+ leads through Google and Meta Ads, scaling affiliate sales by 40%. Currently at Akash Blowers (Feb 2023 – Present), increased B2B brand visibility by 70% and sales by 30%, with a 60% rise in conversions and 20% improved ROAS. Skilled in crafting tailored B2B solutions, I leverage cutting-edge tools to optimize customer journeys. My ability to align marketing efforts with business goals ensures consistent ROI growth. Proficient in Google Analytics, SEO, CRM workflows, and campaign optimization.

Education

Graduation | BA Political Science Honours | Delhi University 2025
Digital marketing | IIDE | South Extension II April | 2023

Work Experience

Digital Marketing Specialist Jan 2021 - Feb 2023

BizgurukulPrivateLimited 

Job Responsibilities:

- Strategized and executed high-performance digital marketing campaigns on Google and Meta platforms, focusing on lead generation and revenue growth for online course sales.
- Managed complete campaign lifecycles, including planning, budgeting, audience targeting, and performance tracking, generating over 92,824 qualified leads and contributing to ₹2.75 crore+ in direct sales.
- Built and scaled an affiliate marketing program from scratch, onboarding and training 1,000+ partners, resulting in a 40% sales increase within six months.
- Boosted direct-to-consumer (D2C) conversion rates by 35% through landing page optimization, smart retargeting strategies, and CRM-based drip automation workflows.
- Conducted market research and competitor analysis to refine targeting strategies, improving campaign ROI and audience engagement.
- Collaborated with content, design, and development teams to ensure consistent branding and seamless user experiences across digital channels.
- Utilized tools like Google Analytics, Meta Ads Manager, and CRM platforms to monitor KPIs, optimize campaigns, and enhance conversion funnels.
- Implemented A/B testing and data-driven approaches to refine ad creatives, copywriting, and user journeys, driving continuous improvements in engagement and sales performance.

Major Achievements:

- In 19 months i spend on facebook ads for leads generation budget of 19 lakh and generated 86,364 leads and i also make sales campaign spend 28 lakh 50 thousand and generate the sales of 2 crore 75 lakh this is very good Achievement get 9.65x ROAS
- In 19 months i spend on google ads in search or display both 66 lakh 50 thousand rupess and generate the 4560 leads by search ads and 1900 leads by display ads for offline batch classes.
- Enhanced campaign efficiency by 35% by leveraging data-driven insights and advanced analytics for continuous optimization.

 www.bizgurukul.com

Digital Marketing Manager

Akash Blowers Private Limited



Feb 2023 - Continue...

Job Responsibilities:

- Develop and implement comprehensive digital marketing strategies tailored for the B2B market to enhance brand visibility and drive sales across platforms such as Google Ads, Meta Ads, and SEO.
- Manage end-to-end paid advertising campaigns on Google Ads and Meta Ads, including campaign planning, audience targeting, budget allocation, and optimization to maximize conversions and ROI.
- Monitor and analyze campaign performance using analytics tools like Google Analytics and Meta Ads Manager to track key performance metrics and refine strategies for improved efficiency.
- Conduct market research and competitor analysis to identify B2B audience segments and develop targeted campaigns that align with client needs and industry trends.
- Collaborate with sales, product development, and content teams to ensure cohesive brand messaging and alignment of digital campaigns with B2B sales objectives.
- Optimize landing pages, email campaigns, and social media content to enhance lead nurturing and support the B2B sales funnel.
- Implement SEO strategies, including keyword research, on-page optimization, and link-building, to improve organic search rankings and drive targeted traffic to the company website.
- Utilize CRM tools to design and manage automated workflows for lead nurturing, improving follow-up processes and client engagement in the B2B market.

Major Achievements:

- In 21 Months I Spend 2 crore on google ads generated 11 thousand qualified leads from google ads and also spend in meta ads 60 lakh rupess generated 5926 qualified leads.
- Scaled company online branding now people search by name of akash roots blower not only search product.
- Improved B2B conversion rates by 35% through make new strategy and automated CRM workflows.

 www.akashblowers.com

My Freelancing Projects



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VASU PHARMATECH

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Technical Skills

- Meta Ads
- Google Ads
- Ai Performance Ads
- Full Stack SEO
- Marketing Automation
- Website Development
- Data Analytics & Tracking
- Content Marketing
- Social Media Marketing
- CRM
- Remarketing & Conversion Funnels
- Email Marketing Drip Campaigns
- Canva & Corel Draw Ai In Marketing (ChatGPT, Jasper, etc.)
- E-commerce Ads

Language: HTML | CSS | JAVA

Tools: VS CODE

Used Tools By Me

- **Website Development:** Wordpress | Shopify
- **SEO Tools:** Ahrefs | SEMrush | Ubersuggest | Moz Pro | Google Search Console | Screaming Frog
- **Paid Ads Tools (PPC):** Google Ads | Meta Ads Manager | LinkedIn Ads
- **Analytics & Tracking Tools:** Google Analytics 4 (GA4) | Google Tag Manager
- **Email Marketing Tools:** Mailchimp | Hubspot | Sandgrid
- **Content Marketing Tools:** Grammarly | Surfer SEO | Jasper AI | QuillBot | AnswerThePublic
- **AI & Automation Tools:** ChatGPT | Zapier | ManyChat | HubSpot | Aisensy | Miclient

Certificates



Digital Marketing Course



Shopping Ads, Data Analytics



Email Marketing Course



LinkedIn Marketing Fundamental



Personal Profile

- **Father Name:** Umesh Sharma
- **Date of Birth:** 05/02/2002
- **Religion:** Hindu
- **Nationality:** Indian
- **Language:** Hindi (Native) / English (Basic)