

DHEERAJ KUMAR

DIGITAL MARKETER

Problem solver and fast learner with strong communication skills. I am motivated to upgrade and expand my skill set through mentorship and challenging projects. I enjoy working collaboratively but can also run with projects independently. I am excited about the prospect of joining a Ingoude company.

CONTACT

+91-8178491283

dheerajkumar8179@gmail.com

EDUCATION:

10th from CBSE

12th from CBSE

BCA from Ganga Technical campus

SKILLS

- Meta Ads
- Google Ads
- Google Search Console
- Google Tag Manager
- Google Analytics
- Wordpress
- Microsoft Clarity
- Pabbly
- ChatGPT
- Notion & Canva



EXPERIENCE:

Performance Specialist

Vision & Solution | March 2025 – Present

- Leading Meta Ads campaigns to scale client acquisition and improve ROAS.
- Implementing conversion APIs and server-side tracking for accurate data insights.
- Collaborating with design and content teams to align creatives with campaign goals.
- Managing multiple brand portfolios with a focus on performance and growth.

Performance Marketer

ETI | March 2024 – March 2025

- Designed and executed full-funnel advertising strategies for B2B and D2C clients.
- Conducted in-depth analytics audits to refine targeting and reduce ad spend waste.

Digital Marketing Specialist

Parth Advisors | June 2022 – December 2024

- Handled SEO, paid media, and social media marketing for the education niche.
- Created landing pages and optimized content to boost organic and paid traffic.
- Delivered monthly reports and insights to management, improving decision-making.
- Ran student acquisition campaigns across Google Search, Meta, and YouTube.

Digital Marketing Executive

GGs Overseas | July 2021 – June 2022

- Managed day-to-day operations of social campaigns for study-abroad work.
- Set up initial tracking, pixel events, and conversion goals.
- Assisted in lead generation and counseling funnel

CERTIFICATE

Google Digital Unlocked

Dheeraj Kumar

is hereby awarded this certificate of achievement for the successful
completion of **The Fundamentals of Digital Marketing** certification exam
on 22/03/2021

Matt Britz

President – Google EMEA



Townsend Pamela Feehan

CEO – IAB Europe

Certificate ID: AHZ BDG GPJ

Verify the authenticity of this certificate at: <https://learndigital.withgoogle.com/link/1tb5mplmosg>



Jan 28, 2023

Dheeraj Kumar

has successfully completed

Introduction to Artificial Intelligence (AI)
an online non-credit course authorized by IBM and offered through Coursera

Rav Ahuja

Rav Ahuja
Global Program Director,
Skills Network

COURSE
CERTIFICATE



MY WORK



Ad sets					Ads				
Delivery	Attribution setting	Results	Reach	Frequency	Cost per result	Budget	Amount spent	Purchase ROAS (return on ad spend)	Website purchase (return on)
Active	7-day click or ...	106 Website purchases	999,155	1.46	₹888.32 Per Purchase	Using ad set bu...	₹94,161.57	4.16	
Active	7-day click or ...	33 Website purchases	168,091	1.43	₹1,055.73 Per Purchase	Using ad set bu...	₹34,839.01	3.42	
Active	7-day click or ...	47 Website purchases	479,440	1.47	₹1,279.13 Per Purchase	Using ad set bu...	₹60,118.95	3.50	
Active	7-day click or ...	80 Website purchases	1,273,709	1.41	₹1,071.31 Per Purchase	Using ad set bu...	₹85,704.52	3.95	
Active	7-day click or ...	58 Website purchases	160,685	1.58	₹1,012.57 Per Purchase	Using ad set bu...	₹58,729.30	2.63	
Active	7-day click or ...	59 Website purchases	187,819	1.55	₹1,442.71 Per Purchase	Using ad set bu...	₹85,119.66	3.01	
Active	7-day click or ...	57 Website purchases	265,409	1.75	₹1,141.06 Per Purchase	Using ad set bu...	₹65,040.58	2.55	
Active	7-day click or ...	85 Website purchases	335,132	1.58	₹1,372.83 Per Purchase	Using ad set bu...	₹116,690.14	3.32	
Active	7-day click or ...	75 Website purchases	127,622	1.78	₹1,187.78 Per Purchase	Using ad set bu...	₹89,083.34	3.10	
Multiple attrib...			1,956,862	1.51			₹1,204,240.01		



Delivery ↑	Attribution setting	Results	Reach	Frequency	Cost per result	Budget	Amount spent	Purchase ROAS (return on ad spend)	Website purchase (return on...
Active	7-day click or ...	96 Website purchases	95,264	1.46	₹192.03 Per Purchase	Using ad set bu...	₹18,435.27	6.94	
Active	7-day click or ...	46 Website purchases	40,808	1.24	₹103.12 Per Purchase	Using ad set bu...	₹4,743.29	12.69	
Active	7-day click or ...	63 Website purchases	42,425	1.97	₹268.93 Per Purchase	Using ad set bu...	₹16,942.47	3.90	
Active	7-day click or ...	152 Website purchases	146,672	1.93	₹262.61 Per Purchase	Using ad set bu...	₹39,917.12	3.62	
Active	7-day click or ...	421 Website purchases	251,487	3.03	₹289.91 Per Purchase	Using ad set bu...	₹122,050.18	3.61	
Off	7-day click or ...	5 Website purchases	14,088	1.30	₹660.10 Per Purchase	Using ad set bu...	₹3,300.52	1.61	
Off	7-day click or ...	2 Website purchases	9,284	1.06	₹762.98 Per Purchase	₹800.00 Daily	₹1,525.95	1.51	
Off	7-day click or ...	Website purchase	7,310	1.23	Per Purchase	Using ad set bu...	₹1,928.44	—	
Off	7-day click or ...	Website purchase	—	—	Per Purchase	Using ad set bu...	₹0.00	—	
Off	7-day click or ...	2 Website purchases	4,910	1.84	₹1,304.91 Per Purchase	Using ad set bu...	₹2,609.81	1.02	
Off	7-day click or ...	—	—	—	—	₹400.00	₹0.00	—	
	Multiple attrib...	—	386,633	3.76	—	—	₹231,174.61	—	



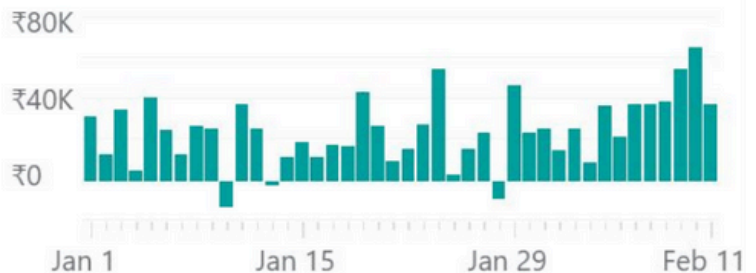
Total sales

Jan 1–Feb 11

₹1,023,362.68

409 orders

Total sales over time



Ad sets

Ads

Rules

View Setup

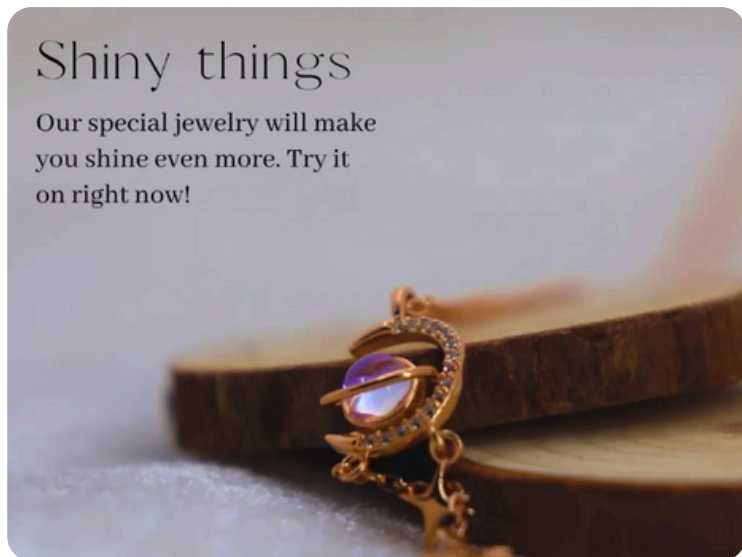
Columns: Custom

Breakdown

Reports

Attribution setting	Results	Reach	Frequency	Cost per result	Budget	Amount spent	Purchase ROAS (return on ad spend)	Website purchase R (return on...
7-day click or ...	1 Website purchase	1,620	1.05	₹961.96 Per Purchase	Using ad set bu...	₹961.96	4.05	
7-day click or ...	8 Website purchases	9,353	1.63	₹934.87 Per Purchase	Using ad set bu...	₹7,478.97	4.80	
Multiple attri...	Website purchase	57,697	2.03	Per Purchase	₹1,200.00 Daily	₹41,432.66	—	
7-day click or ...	10 Website purchases	18,627	1.79	₹976.83 Per Purchase	Using ad set bu...	₹9,768.32	2.25	
7-day click or ...	106 Website purchases	132,202	2.21	₹613.93 Per Purchase	Using ad set bu...	₹65,076.33	4.77	
7-day click or ...	76 Website purchases	126,027	2.52	₹575.82 Per Purchase	Using ad set bu...	₹43,762.07	5.29	
7-day click or ...	1 Website purchase	3,618	1.09	₹1,113.36 Per Purchase	Using ad set bu...	₹1,113.36	—	
7-day click or ...	Website purchase	3,124	1.07	Per Purchase	Using ad set bu...	₹1,269.15	—	
7-day click or ...	Website purchase	3,381	1.07	Per Purchase	Using ad set bu...	₹1,091.95	—	
Multiple attrib...	—	290,939	3.42	—	—	₹221,860.46	—	
	Accounts Centre acco...	Per Accounts Centre a...				Total Spent	Average	

uplicate	Edit	A/B test	More	Columns: Performance	Breakdown	Reports	Export
Campaign	Budget	Attribution setting	Results	Reach	Impressions	Cost per result	Amount spent
New Audience Camp Event	₹1,000.00 Daily	7-day click or ...	26 Meta leads	6,832	9,430	₹89.07 Per Meta lead	₹2,315.91
Lead Camp Event	Using ad set bud...	7-day click or ...	9 Meta leads	4,166	5,423	₹146.62 Per Meta lead	₹1,319.57
SEMINAR MARKETING EXISTING CLT E – VIDEO	Using ad set bud...	7-day click or ...	68 Messaging conversati...	6,244	7,815	₹23.76 Per messaging conver...	₹1,615.34
SEMINAR MARKETING EXISTING CLT E	Using ad set bud...	7-day click or ...	52 Messaging conversati...	5,218	7,926	₹31.94 Per messaging conver...	₹1,660.68
/s Karnal Immigration Training Chat Whatsapp...	Using ad set bud...	7-day click or ...	130 Messaging conversati...	22,762	35,175	₹22.94 Per messaging conver...	₹2,982.66
/s Karnal Immigration Training Chat Whatsapp	Using ad set bud...	7-day click or ...	154 Messaging conversati...	23,116	39,144	₹19.47 Per messaging conver...	₹2,998.93
Purchased AD Ad	Using ad set bud...	7-day click or ...	1 Meta leads	61	551	₹874.12 Per Meta lead	₹874.12
SEMINAR MARKETING EXISTING CLT E – VIDE...	Using ad set bud...	7-day click or ...	20 Messaging conversati...	5,315	6,285	₹51.99 Per messaging conver...	₹1,039.74
SEMINAR MARKETING EXISTING CLT E	Using ad set bud...	7-day click or ...	—	—	—	—	₹0.00
Results from 127 campaigns ⓘ Excludes deleted items		7-day click or ...	— Multiple conversions	1,016,359 Accounts Centre acco...	4,016,501 Total	— Multiple conversions	₹553,321.17 Total Spent



Shiny things

Our special jewelry will make you shine even more. Try it on right now!

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Edit

More

View Setup

Columns: Performance

Breakdown

Reports

Off/On	Campaign	Results	Reach	Impressions	Cost per result	Amount spent
<div><div></div></div>	210824-100-MOF-Earrings-Category	1 Website purchase	202	1,023	₹740.52 Per purchase	₹740.52
<div><div></div></div>	190824-300-TOF-ATC-Mizoya-Earring-Category	17 Website adds to cart	22,171	29,114	₹315.11 Per add to cart	₹5,356.80
<div><div></div></div>	DC-Open -Voiceover	35 Website purchases	104,269	191,658	₹917.10 Per purchase	₹32,098.67
<div><div></div></div>	180824-300-TOF-Sales-Advantage+ shopping ...	Website purchase	2,641	3,107	— Per purchase	₹1,540.89
<div><div></div></div>	160824-200-TOF-Mizoya-Earring-Category	Website purchase	4,735	5,479	— Per purchase	₹2,131.24
<div><div></div></div>	150824-100-TOF-Mizoya-Earring-Category	Website purchase	5,463	6,613	— Per purchase	₹3,129.52
<div><div></div></div>	140824-100-TOF-Hiring-SMM-SEO-GD-Lead-Fo...	30	1,812	2,428	₹6.65	₹199.36
	Results from 68 campaigns ⓘ	—	2,175,785 Accounts Centre acco...	3,378,141 Total	—	₹378,870.51 Total Spent

GFS_Shop_Germany_Manual	● Active 2 recommendations	₹9,145.16	Using ad set bu...	1 Website Purchase	0.14	₹1,294.24	₹9,145.16 Per Purchase
GFS_Shop_France_Manual	● Active 2 recommendations	₹8,953.20	Using ad set bu...	1 Website Purchase	0.46	₹4,099.63	₹8,953.20 Per Purchase
GFS_Shop_Japan_Manual	● Active 1 recommendation	₹23,420.54	Using ad set bu...	6 Website purchases	1.03	₹24,014.02	₹3,903.42 Per Purchase
GFS_Shop_UK_Manual	● Active 1 recommendation	₹39,498.71	Using ad set bu...	26 Website purchases	2.70	₹1,06,657.17	₹1,519.18 Per Purchase
GFS_Shop_Australia_Manual	● Active 1 recommendation	₹46,661.63	Using ad set bu...	17 Website purchases	2.73	₹1,27,248.71	₹2,744.80 Per Purchase
GFS_Shop_Canada_Manual	● Active 1 recommendation	₹54,516.89	Using ad set bu...	23 Website purchases	2.91	₹1,58,649.18	₹2,370.30 Per Purchase
Collection_All_Stone_USA_RK_Shopping_Manual	● Active 1 recommendation	₹1,72,106.21	Using ad set bu...	206 Website purchases	7.41	₹12,76,072.98	₹835.47 Per Purchase
New_Arrivals_All_Stone_USA_RK_Shopping_Manual...	● Active 2 recommendations	₹1,34,849.90	Using ad set bu...	96 Website purchases	6.19	₹8,34,120.37	₹1,404.69 Per Purchase
New_Arrivals_All_Stone_USA_RK_Shopping_Adv	● Active 1 recommendation	₹1,44,700.99	Using ad set bu...	112 Website purchases	5.39	₹7,80,527.10	₹1,291.97 Per Purchase
GFS_Shop_USA_Manual_New	● Ad sets off	₹39,034.15	Using ad set bu...	29 Website purchases	2.57	₹1,00,139.81	₹1,346.01 Per Purchase
GFS_Shop_USA_Manual	Off	₹898.14	Using ad set bu...	— Website Purchase	—	₹0.00	— Per Purchase
New_Traffic_Campaign	Off	₹2,122.56	Using ad set bu...	169 Instagram profile vi...	—	₹0.00	₹12.56 Cost per Instagram ...
Collection_Pairs_Stone_USA_RK_Shopping_Adv	Off	₹5,506.81	Using ad set bu...	1 Website Purchase	1.34	₹7,356.52	₹5,506.81 Per Purchase
Month Base - 2	Off	₹8,796.47	Using ad set bu...	3 Website purchases	2.64	₹23,212.85	₹2,932.16 Per Purchase
Beads Line Ad - 2	Off	₹3,388.55	Using ad set bu...	— Website Purchase	—	₹0.00	— Per Purchase
Beads Line Ad	Off	₹38.20	Using ad set bu...	3 Link clicks	—	₹0.00	₹12.73 Per Link Click
Results from 36 campaigns ⓘ Excludes deleted items		₹7,55,370.92 Total spent		— Multiple conversions	4.95 Average	₹37,35,904.17 Total	— Multiple conversions