

# Performance Marketing Resume

Digital marketing expertise



## Contact Information

- **Name:** Ankush pardhan
- **Phone:** 8708239855
- **Email:** ankushpardhan50@gmail.com
- **LinkedIn:** [www.linkedin.com/in/](http://www.linkedin.com/in/)
- **Portfolio:** <https://linktr.ee/ankushpardhan>

## Summary

Performance marketer with 6 months of experience in planning and managing digital marketing campaigns. Skilled in improving ROI, increasing customer acquisition, and building brand awareness. Experienced in paid ads, social media marketing, SEO, and data analysis. Always learning and staying updated with the latest marketing trends

## Skills

- Paid Search (Google Ads, Bing Ads)
- Social Media Advertising (Facebook, Instagram, LinkedIn, Twitter)
- meta ads and Google Ads expertise
- Data Analysis
- Campaign Management
- Budget Management
- Performance Reporting
- Keyword Research
- Content Marketing
- Email Marketing

- Marketing Analytics (Google Analytics, Adobe Analytics)
- A/B Testing
- Landing Page Optimisation
- social media executive

## Experience

### Performance Marketer | Digi Manic | Kurukshetra, Haryana | Jan 2025 – Jun 2025

- Managed and optimized paid campaigns on Google Ads, improving conversion rate by **18%**.
- Planned and executed social media ad campaigns (Facebook & Instagram), increasing brand awareness by **25%**.
- Conducted keyword research and applied SEO strategies to improve organic rankings and website traffic.
- Monitored campaign performance using Google Analytics, identifying insights to enhance ROI and reduce CPC.
- Handled a monthly ad budget of ₹50,000+, ensuring efficient spend and maximum returns.
- Collaborated with design and content teams to create high-performing ad creative and landing pages.

## Education

- **[Secondary Education]** | [Tagore Public School] | [Pehowa, Haryana] | [year 2022]
- **[Graduation]** | [Government College, Bheriyan] | [Pehowa, Haryana] | [Year 2025]

## Summary

This resume offers an in-depth overview of my skills and experience in performance marketing and digital marketing. I am confident that my ability to drive results, analyze data, and stay ahead of industry trends would make me a valuable asset to your team.

## Hobbies and interests

- **Fitness Training (GYM):** Regular workouts to stay motivated and maintain a positive mindset.
- **Reading:** Exploring books that provide answers and clarity in life.
- **Writing:** Blogging to express creativity and share insights.