

PARAS PATHAK

Senior Performance Marketing & Paid Ads Specialist

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PROFESSIONAL SUMMARY

Performance Marketing Specialist with **4+ years** of experience managing large-scale paid media campaigns across **Meta Ads** and **Google Ads** for EdTech, IT, Engineering, and Manufacturing industries.

Managed multi-lakh monthly advertising budgets, driving measurable improvements in **ROAS, CPA, CPL, CTR**, and lead quality through structured experimentation, audience optimization, and data-driven decision-making.

Experienced in cross-channel campaign planning, campaign execution, and performance optimization, with strong expertise in lead generation, conversion tracking, marketing automation, and stakeholder collaboration in fast-paced business environments.

SKILLS

Paid Media & Performance Marketing: Meta Ads, Google Ads (Search, Display, PMax, YouTube), LinkedIn Campaign Manager, Hotstar Ads, Lead Generation (B2B & B2C), Budget Allocation & Scaling, **ROAS, CPA, CPL**

Analytics & Optimization: GA4, Google Tag Manager, Looker Studio, A/B Testing, CRO, Landing Page Optimization, Full-Funnel Optimization

CRM & Automation: HubSpot, CleverTap, Mailchimp, Brevo

CRO Tools: Hotjar, Unbounce, Microsoft Clarity

WORK EXPERIENCE

Senior Digital Marketing Specialist | Hicon Engineering Co Pvt Ltd - Noida, UP

Sep 2025 – Present

- Formulated and executed paid media strategies across **Meta Ads** and **Google Ads**, improving overall campaign ROI by **20%**
- Architected targeted paid social funnel structures, lifting mid-funnel engagement by **25%** while lowering **CPA** by **18%**
- Directed multi-variant **A/B tests** across ad creatives, achieving a **15%** uplift in landing page conversion rates
- Built automated lead-nurturing funnels and email workflows, generating a **25%** increase in qualified leads

Digital Marketing Executive | Janbask Training - Noida, UP

Feb 2024 – Sep 2025

- Managed high-intent lead generation campaigns for EdTech training programs, driving a **20%** increase in enrollments
- Audited and restructured legacy ad accounts, improving creative engagement scores by **25%** while stabilizing acquisition costs; integrated custom webhooks with sales **CRM** systems for a **25%** lift in **MQs**
- Analyzed daily attribution data in **GA4** to reallocate budgets toward top-performing ad sets, eliminating wasted spend

Digital Marketing Assistant | SH Trader (HNB Tools) - Saharanpur, UP

Feb 2023 – Feb 2024

- Drove a **45%** increase in collective **CTR** through continuous negative keyword pruning across **SEM** campaigns
- Reduced Cost-Per-Click (**CPC**) by **30%** through rigorous **Quality Score** optimization on landing pages

Digital Marketing Intern | Link8 Intellisystems Pvt Ltd - Noida / Gurugram

Nov 2022 – Feb 2023

- Launched baseline social media campaigns to maximize organic reach and early-stage brand impressions
- Tracked inbound inquiries via **CRM** tools to maintain lead hygiene, pipeline accuracy, and keyword optimization workflows

EDUCATION

Bachelor of Computer Applications (BCA) | Himgiri Garhwal University, Roorkee 2019 – 2022

CERTIFICATIONS

- Certified **Google Ads** – Google
- Certified Google Analytics – Google
- Certified AI-Powered Performance Marketing – Google