

Deepanshu Arya

Performance Marketing Manager - **Performance Marketing Specialist** - Digital Marketing Specialist

Remote - aryadeepanshu567@gmail.com - 9634653673 - Portfolio

Verified Cloud-ID

Performance Marketing Specialist with 6+ years of experience in paid advertising and lead generation across e-commerce, real estate, and ed-tech. Expertise in Meta Ads, Google Ads, campaign optimization, data-driven performance analysis, marketing funnels, and audience research to improve conversion rates and ROAS.

Core competencies

Technical: CPA, CPC, CPL, CTR, Meta Ads, Google Ads, Paid Advertising, Digital Marketing, Campaign Optimization, Performance Marketing
Soft: Ownership, ROI Focus, Team Lead, Engagement, Communication, Self-Directed, Data Analytics, Personal Branding, Clear Communication

Work Experience

Performance Marketing Specialist - Ecommerce at ShopDenzy

Remote (Jan 2025 - Present)

- Managed approximately ₹12.82 lakh+ in Meta advertising spend, achieving a **4.5x ROAS** through targeted campaign strategies.
- Generated **120+ purchases** by optimizing creative testing, retargeting, and audience segmentation to improve conversion rates.
- Implemented tracking and performance reports that improved ROI by **25%**; optimized Shopify funnels to increase conversion rates by **30%** and reduce CPA by **20%**.

Digital Marketing & Social Media Executive at Business2Sell

Remote (Mar 2022 - May 2023)

- Increased social-media engagement by **30%** through optimized B2B content strategies and improved follower growth by **15%**.
- Analyzed user behavior to improve audience interaction by **25%** over six months; partnered cross-functionally to expand lead generation by **20%**.

Performance Marketing Executive & Marketing Trainer at Dodani Group

Remote (Present)

- Generated Dubai-project leads with up to **60%** qualification from Google campaigns and **35%** through Meta advertising.
- Built webinar campaigns at a **CPL of ₹14-₹15**, achieving a **30%** show-up rate and approximately **10%** conversion rate.
- Trained real-estate agents, improving campaign-scaling effectiveness by **40%**; improved lead quality and supported a **25%** lift in sales conversions.

Projects

Dubai Property Investment Meta Campaign

Jul 2024 - Oct 2024

- Executed targeted lead-generation campaigns, increasing qualified leads by **30%** through optimized Meta Ads and audience segmentation.
- Managed an approximately ₹9.49 lakh budget, reducing CPL by **25%**; reporting-led landing-page changes increased conversion rates by **40%** and CTR by **50%**.
- Refined marketing funnels using data-driven insights, reducing overall acquisition costs by **15%**.

Education

Uttar Pradesh Technical University

(2019)

Bachelor of Pharmacy

Relevant Coursework: Digital Marketing Strategies, Performance Analytics, E-commerce Marketing, Lead Generation Techniques, Conversion Rate Optimization, Audience Segmentation, Data-Driven Marketing, Marketing Funnel Optimization

Certificates

- Digital Marketing Course - **National Institute Of Internet Marketing**
- Bachelor Of Pharmacy - **APJ Abdul Kalam Technical University**

Nov 2021

Jul 2015