

PROFILE SUMMARY

Results-driven Digital Marketing Specialist with over 6 years of hands-on experience in performance marketing across Google Ads, Meta Ads and Amazon Ads for both D2C and B2B brands. Skilled in building high-converting WordPress and Shopify websites, implementing GA4 and GTM, and optimizing landing pages and funnels to reduce CPA and improve conversion rates. Proven track record in managing multi-lakh monthly ad budgets, driving scalable e-commerce growth, and delivering measurable outcomes such as generating 1,200 leads for a B2B client and achieving strong ROAS on Amazon campaigns.

PAWAN CHAUHAN

DIGITAL MARKETING SPECIALIST

Faridabad, INDIA

6 Years 6 Months of experience

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pawanchauhan823@gmail.co..

WORK EXPERIENCE

Digital Marketing Specialist

ecopeb pvt ltd

Oct 2023 - Present

- Run Meta (Facebook and Instagram) and Google Ads campaigns for B2B infrastructure leads, including Search, Display and Performance Max.
- Built and launched company websites *ecopeb.com* and *etsl.co.in* on WordPress to improve conversion and SEO.
- Implemented GA4, Google Tag Manager and conversion tracking to align metrics across platforms.
- Optimized landing pages and lead forms to increase conversions by **35%+** and reduce cost per lead by **25—30%**.
- Consolidated test campaigns to a single funnel delivering the majority of leads with controlled daily spend.
- Prepared weekly and monthly reports on spend, leads and CPA for management.

Digital Marketing Assistant

Vallet Pvt. Ltd

Oct 2023 - Oct 2024

- Planned and executed SEO, paid search, social and email campaigns using keyword and competitor research.
- Rebuilt landing pages and sales funnels to reduce CPA and improve lead quality.
- Tracked campaign performance in Google Analytics and provided optimization recommendations.

Digital Marketing Specialist

Indus Valley Cosmetics

Jul 2021 - Oct 2023

- Managed Google Ads, Meta Ads and Amazon Ads for India and USA, handling monthly ad spends up to **₹12.5L** on Amazon and achieving **₹52L** in sales from those ads.
- Reduced Amazon ad cost and optimized keyword/ad type mix; brand keywords delivered **71% of sales** for **45% of spend**.
- Improved cost per sale significantly—in one week reduced US cost per sale from $21.79 to $7.39 and India CPA materially.
- Planned monthly ad budgets and tracked performance against targets.
- Led GA4 migration and integrated Google Ads, Search Console and Merchant Center.

SEO and SMO Executive

Rocking Deals (rockingdeals.in)

Jun 2020 - Oct 2021

- Executed on-page and off-page SEO for e-commerce product pages using keyword and competitor research.
- Managed social media to increase brand awareness and engagement.
- Reported traffic and ranking progress using Google Analytics and SEO tools.

SEO Executive Internship

Yukti Digital Pvt. Ltd.

May 2019 - Apr 2020

- Performed keyword research, competitor analysis and implemented on-page SEO fixes.
- Conducted technical audits and supported content and link-building activities.
- Prepared performance reports and assisted in improving organic visibility.

KEY SKILLS

- Google Ads
- Meta Ads (Facebook & Instagram)
- Amazon Ads
- GA4
- Google Tag Manager
- WordPress
- Shopify
- SEO (On-page & Off-page)
- SMO
- E-commerce Marketing
- Conversion Rate Optimization (CRO)
- Landing Page Optimization
- Google Merchant Center
- Analytics & Reporting
- WhatsApp Marketing

CERTIFICATION

EDUCATION

2018

B.C.A. - Computer Applications (General)

D.A.V. Centenary College, Faridabad

Grade - 66%

2014

12th

Haryana, Hindi

Marks - 58%

2012

10th

Haryana, Hindi

Marks - 82%

PROJECTS

ecopeb.com

- Goggle Ads Certification
  (Valid upto 2027)

LANGUAGES

Hindi
English

HOBBIES

Competitive Digital Content Creation
Technical Blogging
Running

Achievements

- Key Results
  Generated **1,200 leads** for a B2B client via Meta ads at approximately ₹63 per lead; reduced lead costs by **87%** through geographic targeting and improved landing pages.

Extra-curricular Activity

- Website and Side-project Development
  Developed multiple websites and side projects (including instafyhub.com) to experiment with integrations, SEO strategies and ad platform tracking; applied learnings to client campaigns and landing page improvements.

SOCIAL LINKS

https://www.linkedin.com/in/pawan-chauhan-96b182162/

1 Months

- Built the corporate WordPress website to showcase services, products, projects and case studies.
- Designed lead forms and landing pages optimized for conversions that increased lead capture by **35%+**.
- Integrated tracking (GA4, GTM) to measure campaign performance and conversions.

etsl.co.in

1 Months

- Developed and launched the new brand website on WordPress as part of rebranding.
- Optimized site structure and pages to capture B2B leads and support paid campaigns.
- Contributed to lead-generation strategies that produced **1,200 leads** from Meta ads for a B2B client.

https://corsetvogue.com/

2 Weeks

- Developed a Shopify e-commerce website and integrated advertising platforms for campaign tracking and sales.

https://affordablemedicalusa.com/

12 Months

- Planned and executed SEO strategy to improve organic visibility and drive targeted traffic.

https://instafyhub.com/

3 Months

- Developed a PHP website with integrated AI-based APIs to fetch Instagram profile details and improve user experience.

https://buyindusvalley.com/

24 Months

- Managed Google Ads, Facebook Ads and Amazon Ads for the e-commerce site to drive sales and maximize ROAS.

https://www.rockingdeals.in/

24 Months

- Managed e-commerce website operations, SMO, Meta Ads and Google Ads to increase online sales and engagement.