

# SHOBHIT JAISWAL

Performance Marketer  
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## SUMMARY

Performance-driven marketer with 2+ years of experience in D2C marketing consistently achieving strong ROAS and maximizing ad budgets across Google and Facebook Ads. Proven track record in scaling campaigns, optimizing performance, and generating high-quality leads. Skilled in Google Analytics, campaign reporting and client communication, helping brands grow sales and enhance customer acquisition through data-backed strategies.

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## WORK EXPERIENCE

### 4 Fox Business Solutions Pvt. Ltd.

Aug 2023 - Present

Managed and optimized campaigns across Meta Ads driving significant increases in conversions and brand visibility for D2C clients

Achieved a strong ROAS by consistently refining targeting, ad creative, and bid strategies, contributing to efficient ad spend and improved customer acquisition.

Conducted in-depth campaign analysis and presented weekly performance reports to clients, detailing insights on ad spend, conversion rates, and growth opportunities.

Tested and implemented new ad formats and targeting techniques to enhance engagement and stay ahead of industry trends, leading to improved lead quality and lower cost-per-lead.

### Rock My Sales

Jan 2023 - April 2023

Managed, optimized, and scaled paid campaigns across Google Ads and other platforms to achieve target ROAS.

Created and presented performance reports to multiple clients, providing weekly updates on campaign progress.

Skilled in Google Analytics, Microsoft Excel, and Google Ads, with hands-on experience in tracking, campaign management, and performance analysis.

### Rank Key Words

Nov 2021 - Nov 2022

Developed a foundational understanding of PPC advertising, learning key terminology like CPC, CTR, ROAS, Quality Score, and A/B testing, while gaining hands-on experience in campaign setup, keyword research, and ad performance tracking

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## COURSES

- Google Ads
  - Facebook Ads
  - Digital Marketing
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## AREAS OF EXPERTISE

- Paid Advertising
  - Campaign Strategy & Management
  - Search Engine Marketing (SEM)
  - Analytics & Performance Marketing
  - Marketing Psychology
  - Consumer Insights
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## KEY SKILLS

- Strong Communication
- Problem Solving
- Client Relationship Management
- Adaptability