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Portfolio

Profile Summary

5 years experienced Digital Marketing Professional with a strong background in B2B and B2C , SEO, and Performance Marketing. Seeking a challenging role as a Digital Marketing expert to leverage my skills in managing ad budgets, optimizing campaigns, and delivering measurable results. Expert in Analyzing Market Trends.

Work Experience

Digital Marketing Manager | Thrift Realty Pvt. Ltd.

Aug 2024 – Present

- Drove ₹50 Cr+ sales for DLF North Privana Project by managing ₹15L/month ad budgets with a 4x ROAS.
- Specialized in Google Search Ads, optimizing campaigns for maximum conversions and ROI.
- Partnered with sales teams to manage the entire lead lifecycle, from acquisition to CRM nurturing.
- Designed and implemented brand positioning and product strategies, strengthening market presence.
- Delivered data-driven reports, market research, and high-converting ad copy, enhancing decision-making.

Digital Marketing Manager | PropGrow Technology

Dec 2023 - July 2024

- Led website tech decisions, improving user experience for lead generation for NRI clients.
- Boosted organic site traffic by 10k+ visits in 6 months through SEO strategies for real estate keywords.
- Managed ad budgets exceeding 15 Lakhs across Google and Meta Ads.
- Guided and supervised a team of 5 marketing and social media newcomers.
- Ran Facebook ads periodically for events, brand awareness and generated leads for different projects.
- Collaborated effectively in team meetings, contributing to strategic decisions.

SEO Analyst | Clavax Technology LLC

Nov 2022 - Dec 2023

- Developed and implemented effective SEO strategies for the BidHom Real estate Auction Platform to increase organic search visibility and drive website traffic from Off Page SEO and On Page SEO.
- Conducted keyword research, competitor analysis, and staying up-to-date with search engine algorithm updates. Gained experience in copywriting and Link building.
- Collaborated with cross-functional teams, such as product and content teams, to ensure SEO best practices are integrated throughout the product development and content creation processes.

Digital Marketer | Adsgraphy

Sep 2020 - Aug 2022

- Handled documentation and customer tickets and wrote SEO-friendly content for SAAS software.
- Analyzed Google Analytics data, performed Excel charts and presentation tasks
- Experience with CRM tools (HubSpot)
- Knowledge of landing page optimization from HTML CSS and JS and on Wordpress.

Key Achievements

Marketing

- ₹50 Cr+ sales in a single quarter
- 10x ROAS from Google Search Ads
- 10k+ organic traffic growth within 6 months of SEO
- Created 50+ Market research report .

Technical

Gold Badge, SQL — HackerRank
Four Star, Python — HackerRank
Contributor, Dataset — Kaggle

Education

Intermedia | Stepping Stones Intermedia College

July 2018 - Aug 2019

- UP Boards with 83%

Polytechnic Diploma | Government Polytechnic Kanpur

July 2019 - Aug 2022

- Board of Technical Education with 82%

Professional Skill

- Search Engine Optimization
- Content Marketing
- Lead & CRM Management
- Google and Meta Ads
- Market Research
- Visual Content Guidance

Technical Skill

- CMS platforms
- Google Analytics
- Automation via Zapier/Sheets
- Data Analysis
- Technical SEO
- HTML / CSS / Python / JS / PHP

Tools Used

- Jira
- GTM
- Google Search Console
- Ahrefs
- VScode
- Sheet/ Excel
- ChatGPT
- Figma
- Meta Ads
- Screaming Frog
- SEMRush
- Wordpress
- Google Ads
- HubSpot
- Canva

Certificates

Fundamentals of digital marketing — Apr 2021

- Learned basics of different methods of digital marketing like SEO, SMO, Content Marketing, Email Marketing, Paid Advertisement, and Affiliate Marketing.
- Platform: Skillshop

Google Ads Display Certification — May 2022

- Learned how to create, manage and optimize Google Ads Display campaigns.
- Platform: Skillshop

Advance Search Engine Optimization — Aug 2022

- Learned advanced SEO tips and technical issues from Brian Dean. Link-building skills and on-page optimization.
- Platform: SEMrush

SOCIAL LINKS

LinkedIn: <https://www.linkedin.com/in/shubhamchaurasia54/>

Github: <https://github.com/Shubham-chaurasia>

Medium: <https://infortechlore.medium.com/>

Kaggle: <https://www.kaggle.com/shubhamchaurasia>

HackerRank: <https://www.hackerrank.com/infortechlore>

Website: <https://shubhamc.netlify.app>