Akhilesh Singh

Performance Marketing Manager | Paid Ads Expert

📞 +97158 955 8390 ✉ akkhi3000@gmail.com 🌐 Portfolio- www.omson.in 📍 Dubai

WORK EXPERIENCE

Performance Marketing Manager   Dec, 2023 - Present
Allianze Media l Dubai

- Led and strategized multi-platform campaigns across Google, Meta, LinkedIn, TikTok, Yandex, and Indeed—driving high ROAS while managing a 6-member performance marketing team.
- Planned and executed diverse paid campaigns including search, display, video, remarketing, and lead generation—leveraging precise targeting and A/B testing to reduce CPL and maximize conversions.
- Maintained and optimized landing pages to align with ad messaging, enhancing user experience and boosting conversion rates.
- Analyzed key performance metrics (CPL, ROAS, CTR) using Looker Studio, Google Analytics, and Tag Manager to deliver actionable insights and reporting.
- Integrated lead workflows using WhatsApp CRM, Excel, and API; implemented automation for email, WhatsApp, and SMS follow-ups to streamline lead management.
- Collaborated cross-functionally with sales, design, and content teams to align campaign goals and creative strategies for maximum impact.
- Set up and maintained automated lead nurturing flows including email drips, WhatsApp/SMS outreach, and CRM integration via HubSpot, Zoho, and similar tools.
- Managed and delivered campaigns for a global client base including the Middle East, Europe, and the United States—adapting strategies to regional trends and market behaviors.

Digital Marketing Manager   Oct, 2021 - Nov 2023
Score Plus The Princeton Review l Dubai

- Planned and executed paid campaigns (search, display, video, remarketing, lead generation) with strong ROAS, using precise local targeting and A/B testing.
- Managed daily SEM, SMM, and SEO efforts—boosting traffic, brand visibility, and lead flow.
- Directed performance strategy for 2 websites and 6 Google Business Profiles using advanced SEO and content tactics.
- Analyzed Google Ads and Meta performance to refine strategies and improve CPL, CTR, and conversions.
- Collaborated with sales, design, and external teams to ensure timely, brand-consistent campaign execution.
- Coordinated with event teams to plan and promote marketing around events, increasing awareness and engagement.
- Worked independently on creatives and basic video content in the absence of graphic/video designers.
- Used analytics, CRM data, and automation tools to personalize targeting and optimize lead nurturing workflows.

SUMMARY

Strategic, conversion-driven marketer with 6+ years of experience delivering high ROAS through low-budget, high-impact campaigns. Specialist in both B2B and B2C marketing with deep regional expertise across diverse markets. Skilled in Google, Meta, LinkedIn, TikTok, Yandex Ads, and more. Expert in precise targeting, seasonal trend analysis, and market insights. Works cross-functionally to build 100% results-driven campaigns. Managed over $2M in ad spend to date with consistently high conversion performance. Strong in SEM, CRO, and smart A/B testing for continuous optimization.

CORE MARKETING SKILLS

- SEM, SMM, SEO
- Data analysis
- A/B testing & CRO
- Marketing automation
- Ad copy & content planning
- Budget & campaign management
- Team & project leadership
- Event marketing execution

TECHNICAL SKILLS

- Basic HTML and CSS
- WordPress/CMS, Wix
- Shopify, Workspace
- Data Analytics and Querying
- Photo & Videography
- Basic Graphic Designing
- Basic Video Editing
- Excellent in MS Office
- Expert in AI Tools for Rapid Campaign Execution

WORK EXPERIENCE

Digital Marketer Cum SM Manager   June, 2019 - Sept, 2021
Emirates E&I L.L.C

- Planned and executed digital marketing campaigns to boost brand visibility and generate quality leads across channels.
- Tracked, analyzed, and optimized marketing performance metrics to refine strategies and maximize ROI.
- Collaborated with external vendors (web developers, videographers, ad platforms) to deliver seamless digital execution.
- Managed brand assets and ensured consistent visual and messaging alignment across all platforms.
- Worked with content and creative teams to produce engaging social media content aligned with brand voice and goals.

TRAININGS AND CERTIFICATIONS

Digital Marketing Trainee   Dec,2018 - May, 2019
Digital Academy 360 | Chennai, India

- Covered advanced modules in SEO, SEM, Google Ads, Meta Ads, content strategy, and data analytics.
- Trained in marketing automation, campaign optimization, performance tracking, and CRM integration.
- Gained practical experience with tools like Google Analytics, Looker Studio, HubSpot, and Excel for reporting and analysis.
- Focused on data-driven marketing, A/B testing, and ROI-focused campaign planning.

PG Certification In Digital Marketing & Analytics

Digital Academy 360, Chennai, India

GOOGLE CERTIFICATION:

- Foundation of Digital Marketing
- Google Ads Search Certification
- Google Ads Display Certification
- Google Tag Manager Fundamentals
- Google Analytics Certification
- Meta Certified Digital Marketing Associate

EDUCATION

B. Tech : 2014 - 2018
Hindustan University,
Chennai, India
GPA 8.9

PERSONAL SKILLS

- Creative spirit
- Excellent multitasking
- Critical thinker
- Leadership
- Problem solving skills,
- Fast learner
- Self motivation
- Dependability
- Adaptability
- Excellent verbal & written communication (English & Hindi)

MARKETING TOOLS

Analytics & Reporting

- Google Analytics (GA4)
- Looker Studio
- Hotjar
- Microsoft Clarity

SEO & SEM Tools

- SEMrush
- Ahrefs
- Google Search Console
- Google Keyword Planner
- Ubersuggest

Social Media & Content Management

- Hootsuite
- Meta Business Suite
- Canva

Email Marketing & CRM

- Zoho CRM
- HubSpot
- Mailchimp

Design & Creative

- Adobe Creative Suite
- Canva Pro
- Pictory / Lumen5

AI & Automation

- ChatGPT
- Zapier
- AdCreative.ai
- ManyChat

Links: Portfolio- www.omson.in   LinkedIn-www.linkedin.com/in/akkhi002