

ARPIT GUPTA

Performance Marketer | Media Buyer | Google & Meta Ads Specialist

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PROFESSIONAL SUMMARY

Performance Marketer and Media Buyer with 3+ years managing Meta Ads and Google Ads (Search & Performance Max) across E-commerce, Healthcare, Real Estate, and Hospitality. Managed ₹10L+ in monthly ad spend across live Shopify accounts, generating 6,000+ leads and ₹70L+ in tracked revenue at a consistent ~2x ROAS(Average). Skilled at diagnosing underperforming accounts and turning campaign data into audience, creative, and bidding decisions that lower CPA and scale revenue — open to Performance Marketer, Media Buyer, and Google Ads Specialist roles.

CORE SKILLS

Paid Media: Meta Ads • Google Ads (Search, Performance Max, Display) • Media Buying • Campaign Management • A/B Testing

Strategy & Analysis: Performance Analysis • CRO • Funnel Strategy • Audience Research • Hyperlocal Targeting • Campaign Reporting

Tools & Platforms: Shopify • GA4 • GTM • Meta Pixel • Conversion API • Google Sheets • Looker Studio

PROFESSIONAL EXPERIENCE

Media Buyer — Drims Ally *March 2026 – Present*

- Own end-to-end Meta Ads management across 4 Shopify e-commerce stores with monthly ad spend exceeding ₹10L
- Managed ₹4 Million + cumulative Meta ad spend, generating ₹6 Million+ in revenue at a consistent ~2x average ROAS
- Scaled a flagship product campaign to 2.67x ROAS, ₹100 CPA, 4.5% CTR, and 10% CVR — 1,500+ units sold on ₹1,81,276 spend(From Single Ad Only)
- Diagnose underperforming campaigns through data analysis, surfacing scaling opportunities missed in standard reporting

Performance Marketer — Communicadence India *December 2025 – March 2026*

- Planned and executed Google Ads (Search & Performance Max) and Meta Ads campaigns across client accounts
- Reduced healthcare lead-gen CPL from ~₹165 to ₹23 (86% reduction), generating 388 leads on a ₹9,000 test budget
- Tracked and validated performance using GA4, GTM, Meta Pixel, and Conversion API for privacy-compliant attribution

Performance Marketer / Content Strategist / Social Media Manager — Skyhigh Digital Marketing Agency *Oct 2023 – Nov 2025*

- Managed Meta & Google Ads, content strategy, and social media across 5+ verticals: Healthcare, Real Estate, Cafés & Events, Interior Design, and Tours & Travel
- Owned organic and paid together — aligned content strategy and social presence with live ad campaigns

EDUCATION & CERTIFICATIONS

Bachelor of Commerce (B.Com)

Vidya Bharti Mahavidyalaya, Amravati —
CGPA: 9.1

Google Display & Video 360 (2026) • Google Search Ads 360 (2026)

Google Campaign Manager 360 (2026) • Google Display Ads Certification
SEMrush AI Marketer • Digital Marketing with AI(Physics Wallah)