

Himanshu Chansauliya

Performance Marketer

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Professional Summary

Results-driven Performance Marketer with 2+ Years of experience in creating and optimizing data-driven ad campaigns across Meta and Google platforms. Skilled in A/B testing, audience segmentation, and ROI optimization, I specialize in turning ad budgets into measurable business growth. Passionate about leveraging analytics to improve marketing performance and deliver high-quality leads.

EXPERIENCE

Performance Marketer – Digital Prachar

01/2023 – Present ■ Gwalior, Madhya Pradesh

Working as a full-time Performance Marketer at Digital Prachar, where I have managed multiple client campaigns across e-commerce, real estate, and service-based industries. I specialize in optimizing Meta and Google Ads strategies to maximize ROI and lead quality.

Project: E-commerce Brands (Multiple Brands) • Conducted A/B testing on ad creatives and copy. • Segmented audiences into retargeting & lookalike groups. • Optimized placements across Meta Ads to maximize results at lower costs.

Project: Neoteric (Real Estate Client) • Launched Google Search Ads and Meta Retargeting campaigns. • Optimized ad copy and adjusted bidding strategies. Results: CPL -22%, Leads +45%, Conversion +12%. Created a strong conversion funnel.

Project: Solar Panel Company • Targeted high-intent keywords with Google Ads. • Implemented Meta retargeting and optimized creatives. Results: CPL -25%, Leads +38%, Conversion +15%.

EDUCATION

Bachelor of Science – B.Sc.

B.U. – Budenkhand University, Jhansi

2021 – 2024

Jhansi

CERTIFICATIONS

Advanced Digital Marketing Certification Completed - ADMP Gwalior Digital Marketing.

SKILLS

- Google Ads
- Meta Ads
- SEO
- Graphic Designing (Canva)
- Google Analytics
- Video Editing
- WordPress Designing

TOOLS

- Canva
- Semrush
- Ubersuggest
- Active Campaign (Email Marketing)
- AI - Chatgpt, Gemini
- Keyword Planner