

Devidarsan Birbar

birbardevidarsan@gmail.com

+91-8487819560

[LinkedIn](#)

[Portfolio](#)



PERFORMANCE MARKETING EXECUTIVE

Helping D2C & E-commerce Brands Scale Through Performance Marketing, Paid Media & Data-Driven Customer Acquisition.

PROFESSIONAL SUMMARY

Performance Marketing professional with **3+ years of experience** in digital marketing, paid media, customer acquisition, and marketing analytics. Proven experience generating **1,500+ qualified leads** while contributing to campaigns with **₹15,00,000+ cumulative advertising spend** across Meta Ads, Google Ads, and LinkedIn Ads.

Hands-on experience with **Google Analytics 4 (GA4), Google Tag Manager (GTM), Meta Pixel implementation, conversion tracking, event tracking, and campaign optimisation**. Skilled at translating business objectives into measurable marketing strategies that improve acquisition, engagement, and campaign performance.

Passionate about helping **D2C and E-commerce brands** grow through data-driven marketing, continuous experimentation, and scalable customer acquisition systems.

CORE COMPETENCIES

Performance Marketing • Growth Marketing • Customer Acquisition • Google Ads • Meta Ads • LinkedIn Ads • Google Analytics 4 (GA4) • Google Tag Manager (GTM) • Meta Pixel • Conversion Tracking • PPC • Search Engine Marketing • Audience Segmentation • Remarketing • Campaign Optimisation • Marketing Analytics • Landing Page Optimisation • Media Planning

SKILLS

Advertising Platforms: Google Ads (Search, Display, Shopping, Performance Max, Demand Gen & YouTube), Meta Ads, LinkedIn Ads, Amazon Ads, Taboola Ads, Meesho Ads.

Analytics & Tracking: Google Analytics 4 (GA4), Google Tag Manager (GTM), Meta Pixel, Conversion Tracking, Event Tracking, Remarketing.

Performance Marketing: Lead Generation, Paid Media, Campaign Optimisation, Media Planning, Audience Segmentation, Keyword Research, Landing Page Optimisation, A/B Testing, CRM, Email Marketing, Canva.

PERFORMANCE MARKETING PROJECTS

Google Ads Search Campaign Strategy

Designed keyword research, campaign architecture, bidding strategy, ad copy, and conversion optimisation for lead generation.

Meta Ads Lead Generation Campaign

Created audience segmentation, campaign funnel, creative strategy, and performance optimisation framework.

GA4 & GTM Implementation

Configured Google Analytics 4, Google Tag Manager, Meta Pixel, conversion tracking, custom events, form tracking, and button click tracking.

Performance Marketing Case Studies

Developed comprehensive acquisition strategies across Healthcare, Travel, D2C, AI, Construction, EdTech, and FinTech business scenarios during the WsCube Tech Performance Marketing Cohort.

EDUCATION & CERTIFICATIONS

MBA (Marketing & Operations) – Amity Global Business School

CERTIFICATIONS

- ❖ Google Digital Marketing & E-commerce Professional Certificate
- ❖ Performance Marketing Certification – WsCube Tech
- ❖ Google Analytics 4 (GA4)
- ❖ Google Tag Manager (GTM)
- ❖ Google Ads (if certified)
- ❖ AI in Marketing & Generative AI Certifications

TOOLS & PLATFORMS

Advertising: Google Ads • Meta Ads • LinkedIn Ads • Amazon Ads (Practical Knowledge) • Meesho Ads (Practical Knowledge) • Taboola Ads (Practical Knowledge)

Analytics: Google Analytics 4 • Google Tag Manager • Meta Pixel • Google Search Console

Marketing: Canva • Microsoft Excel • ChatGPT • Claude AI

ACHIEVEMENTS

- ❖ 1,500+ Qualified Leads Generated
- ❖ ₹15,00,000+ Advertising Spend Managed
- ❖ 90/100 Average Project Evaluation (WsCube Tech)
- ❖ 3+ Years of Marketing Experience
- ❖ Built 10+ Performance Marketing Strategy Projects
- ❖ Google Certified Digital Marketer

PROFESSIONAL EXPERIENCE

Assistant Manager – Marketing | SBCC Projects | Bhubaneswar

- ❖ Generated **1,500+ qualified leads** through Meta advertising campaigns and strategic audience targeting.
- ❖ Contributed to campaigns with **₹15,00,000+ cumulative advertising spend**, supporting lead generation and brand awareness objectives.
- ❖ Increased Facebook community growth by **252%** through strategic content planning and paid campaigns.
- ❖ Improved LinkedIn visibility and audience engagement through consistent content marketing initiatives.
- ❖ Collaborated with business teams to align marketing campaigns with commercial objectives.
- ❖ Monitored campaign performance using analytics and optimisation techniques to improve marketing efficiency.

Digital Marketing Executive | Jagluck Services | Bhubaneswar

- ❖ Planned and executed Google Ads, Meta Ads, and LinkedIn Ads campaigns focused on customer acquisition and lead generation.
- ❖ Built campaign structures, audience targeting strategies, keyword plans, and advertising creatives.
- ❖ Applied practical campaign planning and optimisation concepts across Amazon Ads, Meesho Ads.
- ❖ Monitored campaign performance and recommended optimisation strategies based on key performance metrics.

Assistant Manager – Marketing | TrainingInbox Edtech Pvt. Ltd.

- ❖ Increased lead generation by **30%** through integrated digital marketing campaigns.
- ❖ Improved customer engagement by **25%** through CRM and content marketing initiatives.
- ❖ Increased social media growth by **40%** through strategic content planning.
- ❖ Supported SEO, paid media, email marketing, and brand awareness initiatives.