

SHUBHAM KHAJOTIA

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PROFESSIONAL SUMMARY

Data-driven Digital Marketing Professional with 3+ years of hands-on experience scaling brands, optimizing ad accounts, and driving full-funnel marketing strategies. Proven track record in managing performance campaigns, improving Return on Ad Spend (ROAS), and lowering Customer Acquisition Cost (CAC). Adept at utilizing Google Ads, Meta Ads, and AI-powered automation to generate 3X lead growth and build high-converting pipelines. Passionate about leveraging data analytics and customer insights to scale digital business solutions.

CORE COMPETENCIES

Digital Advertising & Strategy: Performance Marketing | Campaign Management | Ad Account Optimization | Conversion Rate Optimization (CRO)

Data & Analytics: Google Analytics | A/B Testing | Data Analytics | E-commerce Management

Marketing Operations: Lead Generation | CRM Management | Automation Workflows | SEO & Content Optimization

Emerging Tech: AI Prompt Engineering | AI-Powered Content Strategies | Digital Marketing Automation

PROFESSIONAL EXPERIENCE

Terranox Estates | Marketing Manager *(Nov 2025 – Present)*

- Spearheaded end-to-end digital marketing operations, successfully driving a 3X increase in qualified leads within 2 months.
- Managed and optimized paid advertising campaigns with monthly ad spends exceeding ₹2L+, achieving a 35-50% reduction in Cost Per Lead (CPL).
- Generated 150-300+ high-quality monthly leads by strategically deploying Meta Ads and organic audience-building tactics.
- Optimized backend CRM workflows and follow-up systems, boosting overall lead-to-customer conversion rates by 25%.
- Built a comprehensive content pipeline (scripts, ads, short-form video) that increased cross-platform brand reach to an audience of over 500K+ monthly.

Lumii Living | Growth Marketing Lead *(Jan 2025 – Nov 2025)*

- Engineered 100+ highly optimized AI-driven prompts, increasing content production speed and efficiency by 70%.
- Developed marketing automation workflows that reduced manual administrative effort by 40%, allowing the team to focus on strategic growth.
- Collaborated cross-functionally with UI/UX teams to enhance user journeys, resulting in a 30% improvement in customer engagement metrics.

DC | E-commerce & Marketing Executive *(May 2023 – Jan 2025)*

- Executed SEO optimization and content improvements that boosted digital conversion rates by 20%.
- Improved product search rankings, driving a 40% increase in organic e-commerce traffic.
- Managed an active inventory of 200+ SKUs while increasing overall marketplace sales performance by 25%.

KEY PROJECTS & ACHIEVEMENTS

- **High-Volume Lead Generation:** Scaled a targeted real estate digital campaign that successfully captured 500+ qualified leads within 6 months.
- **Marketing Funnel Architecture:** Architected an end-to-end marketing ecosystem from scratch, covering planning, ad optimization, CRM integration, and conversion.
- **Organic Growth Engine:** Strategized and produced high-performing digital content (Instagram Reels) that achieved 100K+ organic views.

TECHNICAL TOOLS & PLATFORMS

Advertising & Analytics: Google Ads | Google Analytics | Meta Ads Manager | Meta Scheduler | LinkedIn Analytics | Instagram Insights

AI & Automation: ChatGPT | Perplexity | Claude | Midjourney | ElevenLabs | Gemini Nano | Banana

Creative & Data: Canva | CapCut | Adobe Premiere Pro | Adobe Photoshop | Microsoft Excel (Analytics) | CRM Platforms

CERTIFICATIONS

- Google Ads Search Certification
- Google AI-Powered Performance Ads Certification
- HubSpot Content Marketing Certification
- Meta Facebook Ads Marketing (Udemy)
- Social Media Marketing (HP LIFE)
- Data Science & Analytics (HP LIFE)
- AI for Business Professionals (HP LIFE)
- Best Marketing Research (Skill Circle)
- Generative AI Mastermind (Outskill)
- Graphic Design Essentials (Canva)

EDUCATION

University of Delhi | Bachelor of Business Administration in Financial Investment Analysis (BBA-FIA)
(2025 – 2028)

BITSOM, BITS Pilani | Product Management with Generative & Agentic AI (2025 – 2026)

LANGUAGES

English (Fluent) | Hindi (Native)