

# SHUBHAM RANA

SENIOR PERFORMANCE MARKETING MANAGER

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**Senior Performance Marketing & Demand Generation Specialist** with 7+ years of experience driving **pipeline and revenue growth** for B2B, IT, and Fintech brands. Expert in **multi-channel paid ecosystems** (LinkedIn Ads, Google Ads, Bing, Meta, X) with a focus on **CPL optimization, lead quality, and full-funnel conversion**. Proven ability to operate as an **Individual Contributor (IC) while leading cross-functional teams** to deliver growth aligned with business outcomes. Managed budgets up to **₹60L/month (currently ₹3L/month)**, improving **efficiency and ROI**. Partnered with **CMO and leadership on GTM strategy, PR, and international expansion**, driving demand generation and brand growth.

**MBA** in Marketing with combined agency and in-house experience, bringing a strong foundation in **data-driven strategy, market intelligence, and scalable execution**.

## PROFESSIONAL SKILLS

|                       |                             |                              |                  |
|-----------------------|-----------------------------|------------------------------|------------------|
| Performance Marketing | Campaign Management         | Social Media Management      | GA4, GTM, GSC    |
| LinkedIn Ads          | LinkedIn Sales Navigator    | Social Intelligence Insights | CRM - Hubspot    |
| Microsoft Ads         | LinkedIn Marketing Strategy | Competitor Intelligence      | WordPress CMS    |
| Google Ads            | Lead Generation             | SEO & Keyword Research       | Content Ideation |
| Meta Ads              | Demand Generation           | Budget Management            | Figma & Adobe XD |

## SOFT SKILLS

Team Leadership | Adaptability | Time Management | Strategic Thinking | Integrity | Problem Solving

## WORK EXPERIENCE

Employer : Servosys Solutions

Total Exp: 7+Years

Industry: IT

Duration : June 2024 - Present

Designation: SENIOR PERFORMANCE MARKETING MANAGER

### Roles & Responsibilities

- Owned **end-to-end demand generation (IC + Team Lead)** for IT & BFSI solutions, driving **pipeline growth through performance marketing and full-funnel B2B strategy**.
- Scaled **multi-channel paid ecosystem (LinkedIn Ads, Google Ads, Bing Ads)** as an Individual Contributor, consistently generating **45-50 high-intent leads/month** while optimizing **CPL, lead quality, and conversion efficiency**.
- Supported international expansion across **ME, Africa, SAARC, APAC, and US** through region-specific campaigns, webinars, and events, driving **cross-border lead generation and global visibility**.
- Built and led a **cross-functional team of 6**, aligning paid and organic execution to deliver **integrated growth aligned with business outcomes**.
- Engineered a **LinkedIn Ads demand generation engine** (Lead Gen + Event + Video campaigns), driving **300+ webinar attendees** and strengthening inbound pipeline.
- Achieved **₹4.5 cost per follower vs ₹35 industry benchmark (87% lower)**, scaling **2,500+ followers/month (1,327% growth)** and significantly improving brand visibility.
- Scaled **Google Ads performance with ~68% cost efficiency (₹34 CPC vs ₹110 benchmark)**, building a **high-intent traffic and lead generation engine**.
- Partnered with **CMO and leadership on GTM strategy, PR, and international expansion**, contributing to **cross-border lead generation and revenue enablement**.
- Delivered with Team **full-funnel growth through paid + organic synergy**, generating **35-50+ organic leads/month** and strengthening pipeline sustainability.

## WORK EXPERIENCE

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Employer : ITechAxis IT Pvt. Ltd.

Duration : Jan 2023 - May 2024

Industry: Advertising Services

Designation: **DIGITAL MARKETING SPECIALIST**

### Roles & Responsibilities

- Executed **multi-channel performance marketing (Google Ads, Meta, LinkedIn, Bing, X)** across IT, SaaS, Real Estate, Ed-Tech, and E-commerce, optimizing **CPL, lead quality, and ROI**.
  - Owned **social media strategy and execution** for multiple clients, driving **brand visibility and engagement** through data-driven content and campaign planning.
  - Conducted **market, competitor, and audience analysis** to build **industry-specific strategies**, aligning funnels and KPIs with business goals.
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Employer : Akros Designs Pvt. Ltd.

Duration : Mar 2020 - Dec 2022

Industry: Event Exhibition Partner & Advertising Services

Designation: **DIGITAL MARKETING EXECUTIVE**

### Roles & Responsibilities

- Executed **digital marketing for events and exhibitions**, driving **brand visibility, audience engagement, and attendee acquisition** across channels.
  - Managed **email campaigns and digital promotions**, optimizing **communication performance and participation rates** through data insights.
  - Collaborated with **clients and creative teams** to align event goals with digital execution, ensuring **consistent and impactful messaging**.
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Employer : Global Tech Solutions

Duration : Jan 2018 - Jul 2018

Industry: IT & SaaS Services

Designation: **INTERNATIONAL CLIENT & ACCOUNT EXECUTIVE (US & UK)**

### Roles & Responsibilities

- Served as the primary point of contact for **overseas US & UK clients**, managing communication, coordination, and ongoing support to maintain strong client relationships.
  - Developed early exposure to **B2B client handling, product positioning, and cross-border communication**, forming a strong foundation for digital marketing and account management roles.
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## EDUCATION

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**Master of Business Administration (MBA) – Marketing**

MJPRU University, Bareilly

**Bachelor of Technology (B.Tech) – Mechanical Engineering**

Dr. A.P.J Abdul Kalam University, Lucknow

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## WORKSHOPS

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**LINKEDIN** - Sales Navigator, Campaign Manager, Profile Optimization, In-Mail Strategy

Duration : Jan/Feb 25

**COCA COLA** - Market Distribution, Product Line & Product Size

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## COURSES & CERTIFICATIONS

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### LINKEDIN

LinkedIn Marketing Expert

LinkedIn Marketing Strategy

Content & Creative Design

LinkedIn Sales Navigator

### GOOGLE

Google Search Ads Specialist

### MICROSOFT

Microsoft Advertising Expert

### SEMRUSH

Keyword Research Essential

Crafting a Winning SEO Strategy

### UDEMY

Digital Marketing Complete Course ( 27 in 1 )

SCAN / CLICK



PORTFOLIO