

Chirag Sharma

Performance Marketer | Google Ads & Meta Ads | ₹5Cr+ Ad Spend | ₹30Cr+ Revenue | Delhi,
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SUMMARY

Performance Marketer & Process Manager at TATD with 3 years of experience managing ₹5Cr+ in paid media spend across Google Ads and Meta Ads, handling budgets averaging ₹20L/month and scaling up to ₹50L/month. Generated ₹30Cr+ in revenue across D2C brands and tech startups, including 12.8x revenue growth for Gemia Hairs. Proven expertise in full-funnel acquisition, CAC & ROAS optimization, conversion strategy, and retention marketing, with a track record of driving scalable, data-led growth.

SKILLS

Google Ads (Search, Shopping, Display, YouTube, PMax) • Meta Ads (Facebook & Instagram) • Campaign Architecture • Audience Segmentation & Retargeting • A/B Testing • Bid Strategy • CPA & ROAS Optimization • Google Analytics 4 • Google Tag Manager • Meta Pixel & CAPI • SEO • Landing Pages • HTML/CSS/JS • Shopify • WordPress • Data Analysis

professional experience

Process Manager – Marketing

aug 2026 – Present

Tatd | Delhi

- Promoted to lead end-to-end marketing processes, coordinating performance marketing, analytics, and campaign execution to drive business growth.
- Managed and optimized acquisition funnels across Google Ads and other digital channels, focusing on CAC, conversion rates, bookings, and revenue.
- Used data-driven performance analysis to identify growth opportunities, improve marketing efficiency, and streamline campaign-to-booking processes.

Assistant Marketing Manager

Jan 2025 – Aug 2025

Tatd | Delhi

- Promoted within 8 months; leading marketing operations across paid media, creative, and analytics teams
- Scaled Google Ads spend from ₹10.3L to ₹16.7L per quarter (+62%), growing leads from 6,730 to 15,500 (+130%)
- Shifted to high-intent keywords — CPC rose 40% but cost-per-lead dropped with a 2.3x conversion uplift

Google Ad Executive

May 2025 – Dec 2025

Tatd | Delhi

- Managed acquisition campaigns on Google Ads; implemented keyword-level CPA analysis and negative keyword mining, reducing wasted spend by ~18%

Meta Ads Specialist

Jan 2025 – May 2025

Battersea Web Expert | New Delhi

- Ran Meta Ads for 4 D2C brands (Haveznz, Naturecare Ayurveda, Go Droom, Di Why Not) across health, lifestyle, and fashion
- Built full-funnel strategies: prospecting via interest + lookalike audiences, retargeting via Pixel events and IG engagers

Performance Marketing Intern

july 2024 – Dec 2025

webvyaparindia | New Delhi

- Scaled Case iTT (D2C phone cases) to ₹5.21L revenue: ₹1L Meta Ads → ₹4L paid revenue (4x ROAS) + ₹81K organic via SEO
- Grew organic traffic to 4,500+ monthly sessions; achieved 100% prepaid orders, maximising cash flow
- Led growth strategy for Shasvat Ayurveda — built frameworks that reduced CAC and improved conversion rates

Project

Performance Marketing – Gemia Hairs

July 2025 – Present

- Took ownership of the account in June 2025 and scaled annual revenue from ₹39L (FY24–25) to ₹5Cr (FY25–26) — 12.8x growth.
- Managed performance marketing across Google & Meta Ads, optimizing CAC, ROAS, conversion rates, and acquisition efficiency.
- Currently managing retention marketing, focusing on repeat purchases, customer reactivation, and maximizing customer lifetime value.

EDUCATION

BS in Data Science — Indian Institute of Technology, Madras

2024 – 2028

Courses: statistics, machine learning, and data analytics — applying analytical skills to performance marketing and growth strategy.

CERTIFICATIONS & RECOGNITION

Google Ads Search Certification — Google (Jul 2025)

Asia Book of Records — Member, First Acrobatic Blind Student Yoga Team (2018)

Languages: Hindi (Native), English (Professional)