Chirag Sharma

Performance Marketer | Google Ads & Meta Ads | ₹5Cr+ Ad Spend | ₹30Cr+ Revenue Delhi, India |www.Chirag-sharma.com | hey@chirag-sharma.com | +91-9354175501

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 12.8× revenue growth for Gemeria 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
May 2025 – 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

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

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 – Gemeria Hairs

- Took ownership of the account in June 2025 and scaled annual revenue from **₹39L (FY24–25) to ₹5Cr (FY25–26) — 12.8× 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

Courseworkinstatistics,machine learning,anddataanalytics—applying analytical skills to performance marketingandgrowth 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)