

SHAIK SAMEER

Performance Marketing Executive

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PROFESSIONAL SUMMARY

Entry-level Performance Marketing professional with hands-on training in Meta Ads, Google Ads, and Google Analytics 4. Skilled in campaign setup, audience targeting, conversion tracking, and optimization with a strong focus on driving ROAS and online sales. Eager to contribute to premium ethnic wear e-commerce brands like Singhania's by running high-performing Meta (Instagram) and Google campaigns for bridal, festive, and designer collections

EXPERIENCE

Operations Support Executive

Uber Technologies (via 2COMS), Hyderabad | August 2025 – Present

- Analyzed daily operational data and prepared performance reports using Excel (ticket volume, resolution time, escalation rate)
- Maintained 95% first-contact resolution rate while handling 80+ customer queries per day
- Coordinated with multiple internal teams to improve efficiency and meet SLA targets
- Built strong analytical and data-driven problem-solving skills directly transferable to campaign performance optimization

EDUCATION

Bachelor of Commerce ([B.Com](#))

Dr. B.R. Ambedkar Open University, Hyderabad | 2025

PROJECTS

Google Ads Campaign Simulation – Local Service Business

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- Built complete Search + Display + Performance Max campaign structure for a simulated Hyderabad-based business
- Conducted keyword research and mapped 120+ keywords by search intent using Google Keyword Planner
- Created and tested 8 ad variations focused on relevance and strong call-to-actions
- Set up conversion tracking in GA4 for key events (form submissions, phone clicks)

SKILLS

Paid Advertising

- Meta Ads Manager (Facebook & Instagram) – campaign creation, targeting, retargeting, lookalike audiences, Advantage+
- Google Ads – Search, Shopping, Display, Performance Max
- Bid strategies (Target ROAS, Maximize Conversions, CPA)

Analytics & Reporting

- Google Analytics 4 – event tracking, conversion tracking, funnel analysis, reporting
- Meta Business Suite & Google Ads Manager
- Google Tag Manager (basics)

Creative & Other Tools

- Canva – social media creatives, ad visuals & reels
- Keyword research (Google Keyword Planner, Ubersuggest)
- Basic On-page SEO (meta titles, descriptions, header structure)

E-commerce Fashion Campaign Concept (Self-Initiated) 2025

- Designed performance marketing strategy for premium ethnic wear e-commerce (sarees, lehengas, bridal collection)
- Proposed Instagram-first approach using Carousel ads, video reels, and dynamic product ads highlighting zari work, draping, and fabric quality
- Suggested targeting: Women 24–45 interested in weddings/festivals + lookalike audiences + retargeting cart abandoners
- Focused on high-ROAS tactics, conversion tracking, and creative testing suitable for high AOV products

SEO Content Optimization – Blog Project

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- Audited and optimized 15 pages using Screaming Frog and Google Search Console
- Rewrote meta titles & descriptions, improved header hierarchy and internal linking
- Identified underperforming pages and recommended fixes to increase organic traffic and CTR

CERTIFICATIONS

- Google Ads Certification – In Progress (Expected April 2025)
- Google Analytics Certification – In Progress (Expected April 2025)
- Digital Marketing Job Ready Program – Digital Hat | 2025

LANGUAGES

Telugu, English, Hindi