# HIMANSHU SHARMA

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## PROFESSIONAL SUMMARY

Results-driven Digital Marketing Manager with over 8 years of experience in performance marketing, SEO, and data-driven campaign optimization. Skilled in leveraging analytics, conversion tracking, and content marketing to drive revenue growth and enhance digital strategy. Adept at managing paid media across Google Ads, Meta, and DV360, as well as marketing automation tools like HubSpot, Mailchimp, and Klaviyo. Strong expertise in web analytics (GA4, Google Tag Manager) and stakeholder collaboration to deliver measurable business impact.

✔ Increased net revenue by 30% in 2024 for Stillorgan Group through conversion optimization and data-driven strategies.
✔ Managed a €10,000/month marketing budget, optimizing spend and reducing costs by 12% in one year.
✔ Led SEO & content strategies to grow organic traffic by 114% in 8 months, boosting total sales by 16%.
✔ Strong experience in e-commerce, local SEO, CRO, and multi-channel digital marketing campaigns.

## PROFESSIONAL EXPERIENCE

### Stillorgan Gas | Group Digital Marketing Manager (B2C & B2B)

📍 Dublin, Ireland | 🗓 Oct 2022 – Present

Overseeing the digital strategy for five business websites under Stillorgan Group, driving revenue growth, customer acquisition, and overall digital expansion.

- \*\*Revenue & Growth Impact:\*\*

* Boosted net revenue by 30% in 2024 through a strategic mix of SEO, PPC, and email marketing.
* Managed a €10,000/month marketing budget, optimizing ad spend and reducing costs by 12%.
* Implemented CRO and personalization tools to enhance conversion rates and support Account-Based Marketing (ABM).

- \*\*SEO & Analytics Excellence:\*\*
 - Led local SEO and content marketing initiatives, securing multiple Page 1 rankings on Google.

Optimized customer journeys using GA4, Google Tag Manager, and A/B testing to improve engagement and conversions.

- \*\*Paid Media & Advertising:\*\*

* Designed and executed high-performing Google Ads, Meta Ads, and retargeting campaigns, cutting CPA by 23%.
* Developed a structured multi-channel paid media strategy spanning Search, Display, Shopping, and Video ads.

### Star Estate | Assistant Digital Marketing Manager (Real estate)

📍 India | 🗓 Oct 2019 – Mar 2021

### Led multi-channel marketing campaigns across PPC, Paid Social, Display, and Retargeting, enhancing lead quality and conversion rates.

### Utilized Google Analytics and Data Studio for real-time performance tracking, enabling data-driven decision-making.

### Implemented A/B testing, boosting click-through rates (CTR) by 46% and optimizing landing pages for higher conversions.

### Increased social media engagement by 34%, driving a 15% rise in inbound leads and strengthening customer retention.

### Bharat Photon | Digital Marketing Executive (E-com)

📍 India | 🗓 Jun 2016 – Sep 2019

* Led SEO and content strategy, increasing organic traffic by 114% in just 8 months, resulting in a 16% boost in sales.
* Managed and optimized e-commerce platforms (Shopify, WooCommerce), refining product listings and conversion funnels to drive revenue growth.
* Developed and executed high-performing ad campaigns across Search, Display, Shopping, and Video, reducing wasted ad spend and maximizing ROI.
* Conducted in-depth keyword research and technical SEO audits, improving website rankings and user experience.
* Implemented data-driven marketing strategies, leveraging GA4 and heatmaps to refine customer journeys and enhance conversion rates.

EDUCATION

🎓 Master of Science in Digital Marketing – Dublin Business School, Ireland (2021-2022)

🎓 Bachelor of Technology in Civil Engineering – Ghaziabad, India (2012-2016)

## TECHNICAL SKILLS

✔ Performance Marketing: Google Ads, Facebook/Meta Ads, LinkedIn Ads, DV360, Retargeting
✔ SEO & Analytics: GA4, Google Search Console, Screaming Frog, Ahrefs, Moz, SEMrush, Local SEO
✔ Web & CMS: WordPress, Shopify, WooCommerce, HTML, CSS
✔ Marketing Automation & CRM: HubSpot, Mailchimp, Klaviyo, Salesforce, Hootsuite
✔ Conversion Optimization: A/B Testing, Heatmaps, Personalization, Customer Funnel Optimization
✔ Graphic & Video Editing: Canva, Adobe Photoshop, Filmora

## TRAINING & CERTIFICATIONS

🏆 Google Ads Certification
🏆 GA4 & Google Tag Manager
🏆 DV360 (Display & Video 360)
🏆 Inbound Marketing (HubSpot)
🏆 SEO Specialist Certification

## EXTRA-CURRICULAR ACTIVITIES

🎥 YouTube Content Creator: Monetized a finance-focused channel in 6 months, growing it to 5K+ subscribers.
🏏 Cricket Enthusiast: Played for Dublin Business School (DBS) & Merrion Cricket Club.