

PAUL SINGH

Search Engine Marketing Manager / Performance Ads Manager



(561) 619-1104



singhpauljit@gmail.com



Arlington, Texas



Paul Singh Lidhar

SKILLS

- **Paid Media Advertising** - Experienced in Google PPC, Meta Ads, Snapchat Ads, TikTok Ads, and LinkedIn Ads to drive leads and maximize ROI.
- **Conversion Tracking & API Integrations** - Skilled in Google Tag Manager, pixel setup, and API conversions for accurate performance tracking.
- **Campaign Scaling & Performance Optimization** - Data-driven expertise in optimizing CTRs, CPA, CPL, KPIs, and ROAS across multiple channels.
- **SEO & CRO** - Proficient in local and national SEO, landing page optimization, and conversion rate improvement to enhance user engagement.
- **Email & CRM Automation** - Experienced in building automated workflows and email campaigns to nurture leads and drive customer retention.
- **UX/UI Copywriting & Web Development** - Strong background in creating user-focused copy and collaborating on web development projects for improved UX.
- **A/B & Multivariate Testing** - Applied testing strategies to refine ad creatives, landing pages, and marketing funnels for optimal results.
- **Omnichannel Marketing Strategy** - Developed integrated marketing campaigns across platforms for consistent brand presence and audience reach by utilizing remarketing & lookalike audiences.
- **Marketing Analytics** - Proficient in Google Analytics, Adobe Analytics, and AI-powered tools to analyze data and inform strategic decisions.

REFERENCES

Andrea Schwartzman
Sugaring NYC
Andrea@sugaringnyc.com
(917) 287-8169

Tchena Charles
PR Business
(516) 401-2690

EXPERIENCE

Healthy Insurance Dude - Lead Marketing Manager 10/2023 - Current

- Successfully manage and optimize multi-million-dollar monthly budgets across Google Ads, Facebook, Snapchat, Instagram, Twitter, and LinkedIn.
- Drive lead generation for insurance agents through strategic SEM campaigns, delivering cost-effective results and maximizing ROI.
- Analyze performance metrics using Google Analytics and platform insights to refine campaigns, enhance conversion rates, and achieve business goals.

Sugaring NYC Headquarters - Franchise Marketing Lead 05/2022 - 09/2023

- Collaborated with franchise owners to execute data-driven marketing campaigns, driving lead generation and revenue growth.
- Increased organic search traffic and improved search engine rankings through effective SEO strategies and content marketing.
- Managed cross-functional teams to deliver successful SEM campaigns, optimizing budgets, keywords, and ad performance.

PR Business - Senior Marketing Lead 08/2021 - 04/2022

- Successfully onboarded and managed clients by optimizing Google Ads spend and enhancing GMB accounts for maximum visibility.
- Provided data-driven insights by analyzing ad performance across Google, Microsoft Bing, and social media platforms.
- Contributed to new business growth through strategic planning, persuasive presentations, and mentoring account executives and junior management.

Creative Agency Taipei - Marketing lead 05/2018 - 01/2021

- Designed and executed comprehensive marketing strategies to enhance brand recognition, promote products, and drive customer engagement.
- Collaborated with cross-functional teams to align marketing objectives with product management and creative direction.
- Established international marketing relationships in Singapore and South Korea, connecting agencies with multi-million-dollar manufacturers and government entities.

EDUCATION

Saginaw Valley State University

Ming Chuan University
Bachelor of Science
Business Management
2014-2019

Delia School of Canada
Tourism and Hospitality
2008 - 2014