



RAVI KUMAR

Performance Marketing Specialist | Google Ads | Meta Ads | Lead Generation | SEO | Marketing Automation

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PROFESSIONAL SUMMARY

Performance Marketing Specialist with 7+ years of experience planning, launching, and optimizing paid media, SEO, lead-generation, and conversion campaigns across real estate, F&B, hospitality, fitness, and e-commerce. Experienced in Google Ads, Meta Ads, LinkedIn Ads, Snapchat, TikTok, Taboola, Bing Ads, landing-page optimization, A/B testing, audience segmentation, reporting, and budget management. Brings a practical mix of performance marketing, creative coordination, Canva design, basic video editing, workflow automation, WhatsApp communication flows, and AI-assisted website design using Antigravity, Codex, and Google Stitch.

CORE SKILLS

Paid Media & Growth: Google Ads, Meta Ads, LinkedIn Ads, Bing Ads, Snapchat Ads, TikTok Ads, Taboola, Search, Display, Video, PPC, Retargeting, Funnel Optimization

Lead Generation & CRO: Real Estate Leads, Event Leads, E-commerce Sales, App Installs, Landing Page Optimization, A/B Testing, Audience Segmentation, Conversion Rate Optimization

SEO & Analytics: On-page SEO, Off-page SEO, Keyword Research, SEM, GA4 / Google Analytics, Meta Business Suite, Campaign Dashboards, KPI Reporting, Competitor Benchmarking

Automation, Design & AI Tools: Canva Designing, Basic Video Editing, n8n Workflow Automation, WhatsApp Workflows, HubSpot, Salesforce, Antigravity, Codex, Google Stitch

Brand & Community Marketing: Content Planning, Social Media Strategy, Online Reputation Management, Influencer Coordination, Vendor Management, Multi-location Brand Campaigns

PROFESSIONAL EXPERIENCE

Performance Marketing Specialist - Spectical Asset Pvt Ltd

January 2025 - January 2026 | Dubai, UAE

- Developed and executed performance campaigns generating qualified real estate leads monthly, improving conversion rates by 42% through A/B testing and audience segmentation.
- Managed end-to-end PPC campaigns across Search, Display, and Video, achieving 25% lower CPL than the industry benchmark through data-driven optimization.
- Designed and optimized landing pages to improve user experience, reduce bounce rates by 38%, and increase inquiry volume by 45%.
- Implemented on-page and off-page SEO strategies that boosted organic traffic by 180% in 6 months and improved ranking performance for 20+ competitive real estate keywords.
- Integrated lead nurturing workflows through Salesforce, HubSpot, and email automation, improving engagement rates by 55% and reducing lead response time by 60%.
- Launched targeted Facebook, Instagram, and TikTok campaigns, driving 200+ monthly inquiries and improving sales-team connection rates by 28%.
- Used Google Analytics, Meta Business Suite and custom dashboards to monitor campaign performance and optimize customer journeys.

Performance Marketer - The Artegy

July- 2024 - Jan 2025 (Dubai-Hybrid)

- Built and executed data-driven campaigns across Google Ads, Meta, Snapchat and Taboola, generating 10,000+ high-quality leads for real estate and e-commerce clients.
- Developed custom audience strategies and conversion-focused messaging that achieved 45% higher lead quality scores for real estate campaigns.
- Boosted e-commerce sales by 150% through funnel optimization, audience testing and targeted ad campaigns across creative, copy and landing pages.
- Improved campaign efficiency by 45% and reduced customer acquisition cost by 38% through budget reallocation by product and channel performance.
- Collaborated with creative teams to align ad visuals and messaging with campaign goals, achieving 2.5x CTR improvement above platform benchmarks.

- Led digital marketing strategy for 500+ QSR locations, driving a 40% increase in online orders and strengthening brand presence across key markets.
- Scaled app installs by 120% and reduced cost by 33% by optimizing campaign structure, segmentation and performance bidding models.
- Managed SEO and SEM initiatives across Google Ads, Bing Ads, Meta Ads, LinkedIn Ads and Snapchat Ads, improving organic search rankings by 85%.
- Directed social media strategy that increased brand awareness by 150% and engagement rates by 95% through data-driven content and community management.
- Identified conversion rate optimization opportunities that improved website and landing-page conversion rates by 55%.
- Managed digital marketing budgets across channels, reporting 25% cost savings while maintaining performance and positive ROI.

- Executed keyword research and campaign optimization for luxury hotel brands, contributing to a 65% increase in direct bookings.
- Managed paid advertising campaigns across Google Ads, Bing Ads and paid social channels with a focus on budget allocation and performance tracking.
- Implemented SEO initiatives that improved organic search visibility by 140% and reduced dependency on paid acquisition.
- Boosted organic traffic by 180% in 12 months and improved rankings for 50+ competitive hotel keywords through on-page and off-page SEO.
- Generated 100+ qualified event leads monthly through high-performance digital campaigns and conversion-focused audience segmentation.
- Managed online reputation across review platforms and social media, helping maintain a positive brand image for hospitality properties.

- Managed social media platforms across 50+ locations, creating content, executing campaigns and strengthening community engagement.
- Delivered 500+ qualified membership leads monthly and supported franchise lead generation through targeted digital campaigns.
- Increased social engagement by 180% and follower growth by 250% through audience insights, data-led content and performance tracking.

SELECTED ACHIEVEMENTS

- Generated 10,000+ performance leads for real estate and e-commerce clients through multi-channel campaign execution.
- Improved SEO-driven organic traffic by up to 180% for real estate and hospitality projects.
- Drove 40% increase in online orders for a 500+ outlet QSR brand through integrated digital marketing strategy.
- Reduced CPL by up to 25% versus benchmark and improved campaign efficiency through smarter budget allocation and campaign testing.
- Built a practical performance-marketing toolkit combining paid media, SEO, landing pages, creative design, workflows and AI-assisted website improvements.

EDUCATION & CERTIFICATIONS

Diploma in Digital Marketing | Delhi Courses | 2019
Certification in Graphics and Motion Graphics | Maya Academy of Advanced Cinematics | 2020
Bachelor of Arts | Choudhary Charan Singh University, Meerut | 2011 – 2014
Google Ads Search & Display | Google Ads Measurement | AI-Powered Performance Ads

TOOLS & PLATFORMS

Google Ads, Meta Ads Manager, LinkedIn Ads, Bing Ads, Snapchat Ads, TikTok Ads, Taboola, Google Analytics / GA4, Google Search Console, Meta Business Suite, HubSpot, Canva, Basic Video Editing Tools, n8n, WhatsApp Workflows, Antigravity, Codex, Google Stitch, Excel / Reporting Dashboards.