

PUNIT CHAUHAN

Performance Marketing Specialist | Shopify CRO | Meta & Google Ads | Ecommerce Growth

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Performance marketing specialist with 3+ years of experience managing paid acquisition campaigns across Meta and Google Ads for ecommerce brands. Skilled in optimizing Shopify stores for higher conversion rates through UX/UI improvements and executing retention campaigns using WhatsApp, SMS, and email automation to increase repeat purchases and customer lifetime value.

CORE SKILLS

Performance Marketing • Meta Ads • Google Ads • Shopify CRO • Ecommerce Marketing • Conversion Rate Optimization • Retargeting Strategy • Audience Segmentation • WhatsApp Automation • Email Marketing • SMS Marketing • Landing Page Optimization • Marketing Analytics

TOOLS & PLATFORMS

Meta Ads Manager • Google Ads • Shopify • WordPress • Google Analytics 4 • Google Tag Manager • Looker Studio • Ahrefs • Semrush • Meta Ads Library • Google Ads Transparency Center • Bitespeed / KwikEngage (WhatsApp Marketing)

KEY ACHIEVEMENTS

- Managed **\$10K monthly ad spend** across Meta and Google Ads, generating **3.5x average ROAS** for ecommerce campaigns.
- Developed high-converting **Shopify landing pages** that improved **Shopify conversion rate by 25%** through UX improvements, landing page optimization, and checkout flow enhancements.
- Built **WhatsApp automation** flows for **abandoned cart recovery** and promotional campaigns, increasing repeat purchases and customer retention with the **average ROAS 3+**.
- Executed festival-based marketing campaigns (Diwali, sales events) using email, SMS, and WhatsApp automation to drive repeat sales.

PROFESSIONAL EXPERIENCE

TNW - The Natural Wash | Digital Marketing Executive

Dec 2024 - Present

- Managed Meta & Google Ads campaigns for D2C ecommerce brand with \$10K+ monthly spend.
- Optimized Shopify store UX, speed, and checkout flow — boosting conversion rate by 25%.
- Built WhatsApp automation flows (abandoned cart, re-engagement) via Bitespeed/KwikEngage.
- Executed seasonal campaigns (Diwali, sale events) across Meta, email, and WhatsApp.

Incrementors Web Sol. | Team Coach

June 2022 - Nov 2024

- Managed Meta & Google Ads campaigns for 10+ ecommerce clients.
- Led Shopify CRO audits — landing pages, product pages, and checkout flows.
- Drove retargeting and audience segmentation strategy to reduce CAC.
- Mentored a team of 5+ marketers, improving client retention by 40%.
- Trained team on GA4, GTM, and CRO best practices.

EDUCATION

Digital Marketing Course

Expert Training Institute

Aug 2021 - Mar 2022

Bachelors Degree in Commerce

Delhi University

May 2014 - May 2016